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Toronto, July 2nd, 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

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Acton Publishing Co Limited
Toronto Montreal



Make the Most of The Present Demand for "GUTTA PERCHA" Canvas Shoes

Remember the old adage: "Strike while the iron is hot." This is the vacation season, the season of out-door recreation. There is a heavy demand for "Gutta Percha" Canvas Shoes and, no doubt, like others, you are having excellent sales. But do not be too easily satisfied; you can stimulate still more sales—

By Constant Alluring Displays and Advertising

Tie up with the natural demand. By your windows and your local advertising capture every prospective purchaser who is even considering the purchase of canvas shoes. Crystalize that half-formed desire. Make them buy and see that they buy from you.

People Want Them---Let Them Know You Have Them

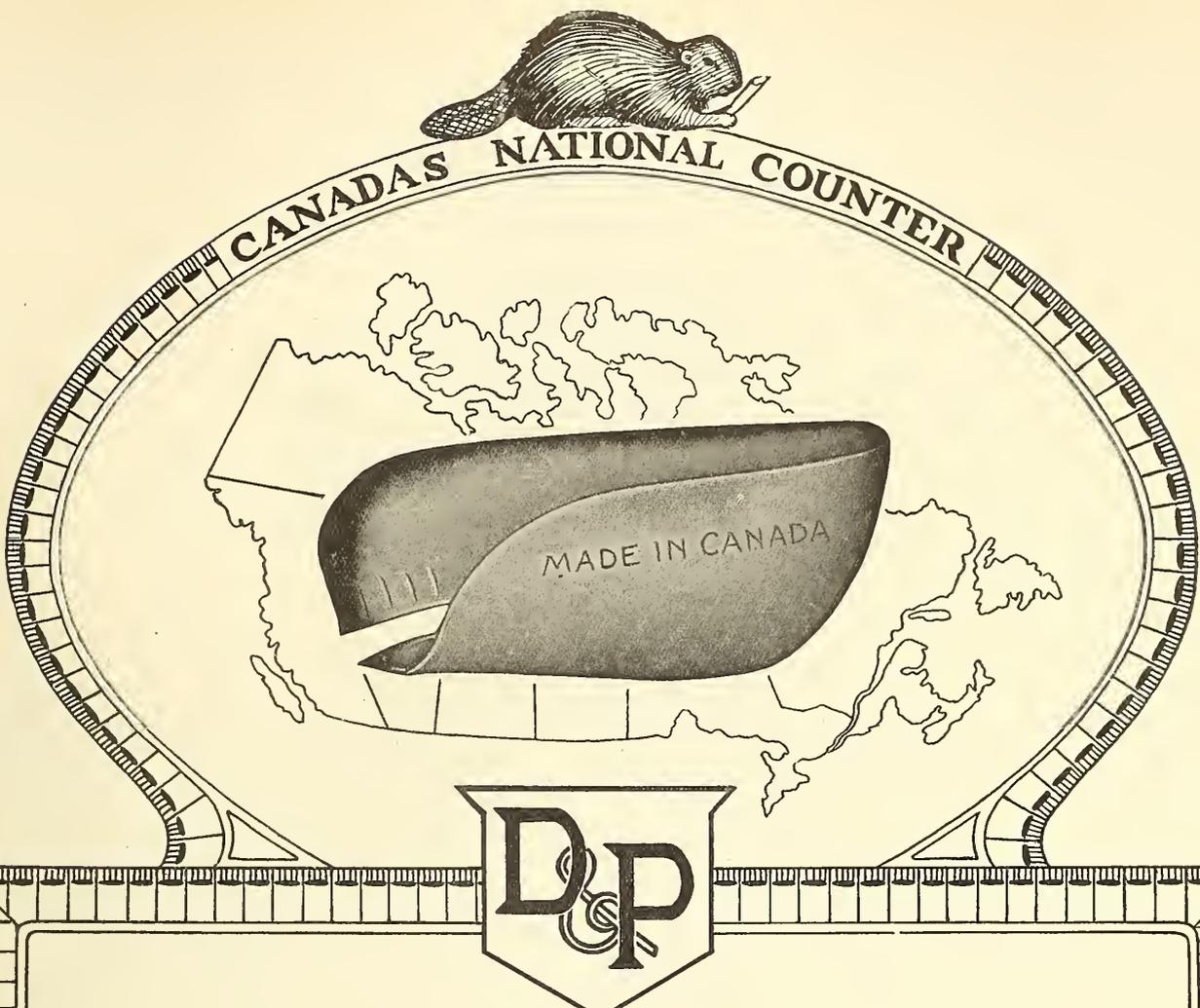
Every means you take to guide prospects to your store means just so many more sales and profits for you. Intensify your mid-summer sales.

At Your Distributors or Our Nearest Branch

**Gutta Percha & Rubber
Limited**

Head Offices and Factories, Toronto

Branches from Coast to Coast



THE COUNTERS FOR TO-DAY'S STYLES

Women's Footwear was never so light as it is to-day with the vogue of Sandals and similar models, therefore **D. & P. UNION THREE PIECE COUNTER** meets by far the biggest counter demand of manufacturers of Women's Shoes. Very strong but exceptionally pliable, these specialized counters conform to the beautiful lines of the most gracefully formed last—and they keep their shape through the longest wear.

In **D. & P. FIBRE COUNTERS** every grade of shoe has its own particular counter, each one produced in the **D. & P.** way that makes it the standard for quality and value. Wise counter buying calls for the selection and the satisfaction you get only in **D. & P.** Lines.

DUCLOS & PAYAN

Tanneries and Factory: St. Hyacinthe	Sales Office and Warehouse: 224 Lemoine Street MONTREAL
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REPRESENTATIVES

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



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



Specify Davis Calf

When ordering fine or medium grade shoes. It ensures the maximum of quality, with the minimum of cost. There is nothing like DAVIS CALF for reliability of wear. It holds the shape, always looks fresh, and has that velvety feel and perfectness of fit that appeals to seller and wearer.

IT IS ECONOMICAL

It cuts to better advantage than most leather, and on this account has undoubted advantages for both manufacturer and consumer.

Davis Colored Calf	Black Dominion Calf	Davis Boarded Veals
In	In	In Three Colors
Latest Shades of Brown Red and Tan	Bright and Dull Finishes	

Write For Samples

DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONTARIO
CANADA.



With Spaulding's Fibre Counters in your shoes you can be sure that they will retain a trim, perfect shaped back that will reflect credit on your line and result in greater all-around buying appeal.

We make our own fibre

J. SPAULDING & SONS CO., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J.E.D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N.H.
Townsend Harbor, Mass.

Rochester, N. H.
Milton, N.H.

English Agents: J. Whitehead & Co., Ltd.
Leicester, England

Canadian Agents: International Supply Co., Kitchener, Ontario, and Quebec City
V. Champigny, Montreal.



A Quality Oxford For Quality Trade

Good shoemaking can do no more in the production of a high grade Oxford than it has done in this popular Bell model.

The last features the medium wide toe, pleasing in appearance and fit, and with the attractive pattern represents the well dressed man's idea of a good shoe.

Bell Oxfords will raise the class as well as the volume of your Summer and Fall trade.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street

C. E. Fice, Representative

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

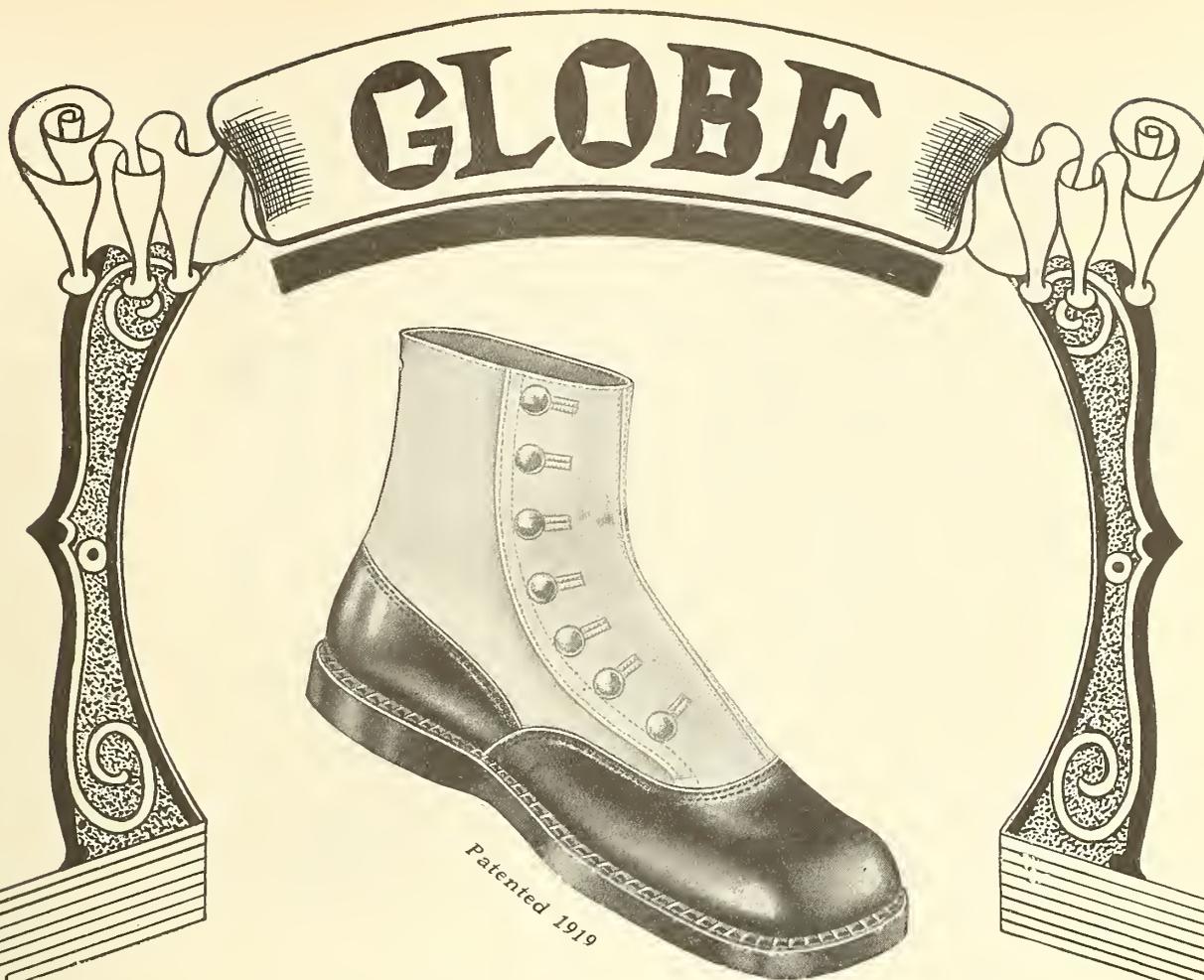


CALF AND SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO, CANADA



Bought Because They Are Better

Parents use extreme care in buying their Children's Shoes and they wouldn't be buying Globe "Pillow Welt" and "Baby Pillow Welt" Shoes as they are doing if these shoes were not perfect in healthful, comfortable fit, attractive in appearance and made to outlast ordinary shoes in wear service.

They are the only genuine Goodyear Welt Shoe made with a Pillow Welt Insole.

If you haven't this trade-building line in your Children's Department, send for a Globe Salesman to talk it over and show you the complete samples.

Carried in stock by A. Lambert, Inc., Montreal.

GLOBE SHOE, LIMITED

TERREBONNE - - - QUE.
 Montreal Office---11 St. James St. Representative---J. A. BLUTEAU

THE FOOT ARISTOCRATIC



VICI kid advertising is continuing in The Saturday Evening Post and The Literary Digest. Over 85,000 copies of these magazines circulate in Canada. On an average of three persons read each copy. A quarter of a million Canadian people may be safely counted upon to read VICI kid messages regularly. They will want shoes of VICI kid. They will buy shoes of VICI kid.

The shoe that sells is a shoe of VICI kid

VICI kid has been famous since 1890.

For thirty-three years, shoes of distinction and refinement, serviceable in wear and elegant in appearance, have been made of VICI kid.



Shoes of VICI kid have met every desire of discriminating shoe buyers for beauty of finish; for perfection of fit; for individuality of style.

Shoes of VICI kid *sell* because they give satisfaction. No other leather combines ALL the advantages of VICI kid.

ROBERT H. FOERDERER, Inc.
Philadelphia

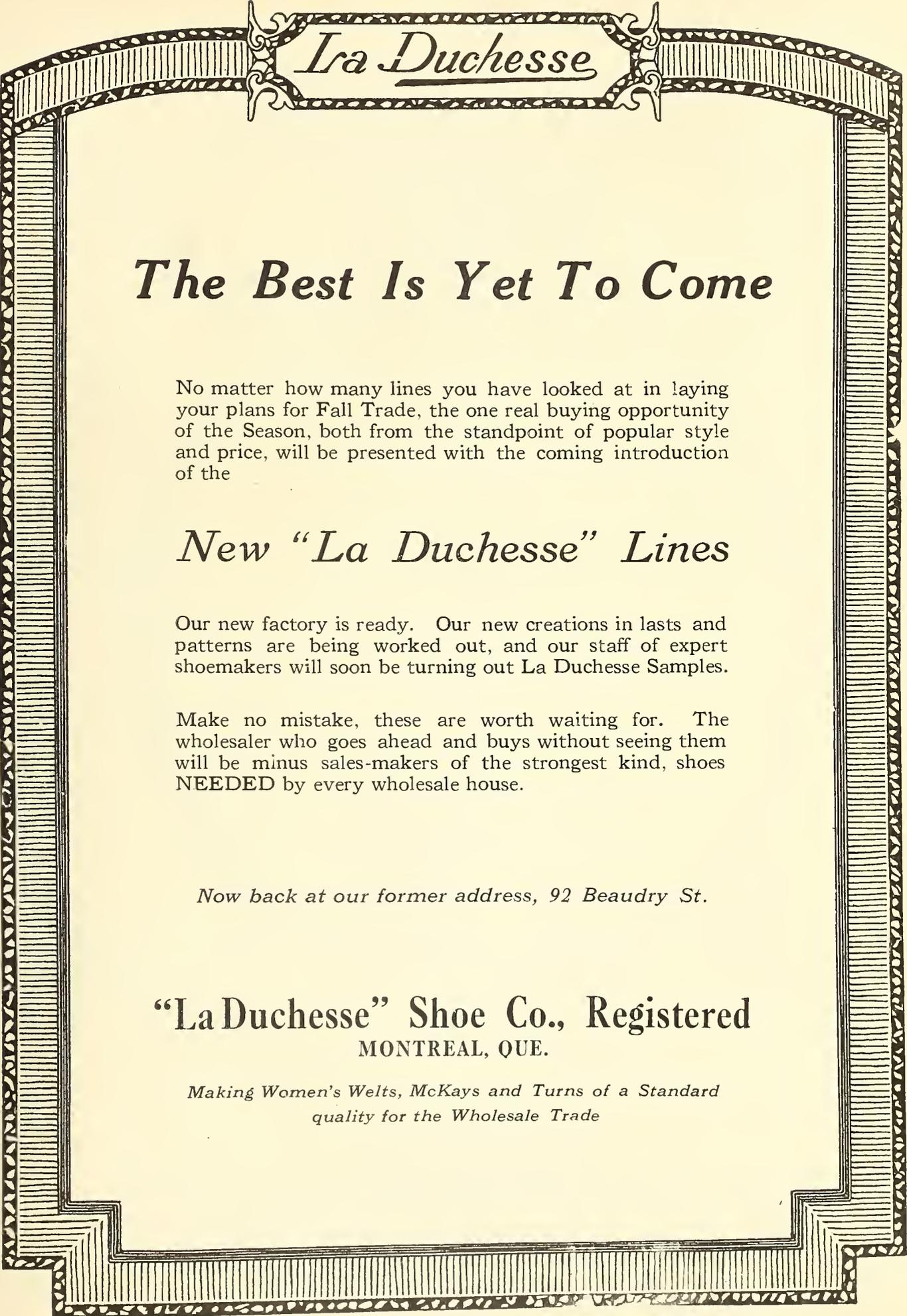
Selling Agencies in all parts of the world

VICI kid

(Reg. U.S. Pat. Off.)

THERE IS ONLY ONE VICI KID - - - THERE NEVER HAS BEEN ANY OTHER.

Mention "Shoe and Leather Journal" when writing an advertiser



La Duchesse

The Best Is Yet To Come

No matter how many lines you have looked at in laying your plans for Fall Trade, the one real buying opportunity of the Season, both from the standpoint of popular style and price, will be presented with the coming introduction of the

New "La Duchesse" Lines

Our new factory is ready. Our new creations in lasts and patterns are being worked out, and our staff of expert shoemakers will soon be turning out La Duchesse Samples.

Make no mistake, these are worth waiting for. The wholesaler who goes ahead and buys without seeing them will be minus sales-makers of the strongest kind, shoes **NEEDED** by every wholesale house.

Now back at our former address, 92 Beaudry St.

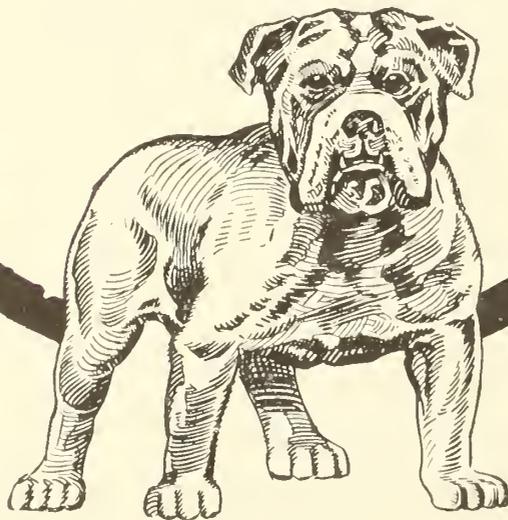
"La Duchesse" Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*

BULLDOG SOLE LEATHER

The high place given by the public throughout Canada to BULLDOG SOLE LEATHER, in such a short time, should be an accurate guide post to the Shoe Trade at large.

The business building possibilities in BULLDOG SOLE LEATHER will interest manufacturer, retailer and repairer, all of whom can safely look to it as a means to *fast turnover* and *additional profits*.



"Wears twice as long as ordinary leather"

Backed to the hilt by advertising

TANNED ONLY BY
BEARDMORE & CO.
Tanners Since 1844

Toronto — Montreal — Quebec — Acton



No. S885 \$3.60
S885 Black Satin One Strap, Soutache Braid Trimmed, Pearl Button, Genuine Turn, 15 1/8 Full Louis Heel, A to D, code "Elaine".....\$3.60

A New Braid Trimmed One Strap fitted with 15 1/2/7 full breasted Louis Heel.



No. S889 \$3.85
S889 Black Satin Cross Strap, Suede Trimmed, Side Cut Outs, Genuine Turn, 15 1/8 Full Louis Heel, Pearl Buttons, A to D, code "Mabel".....\$3.85

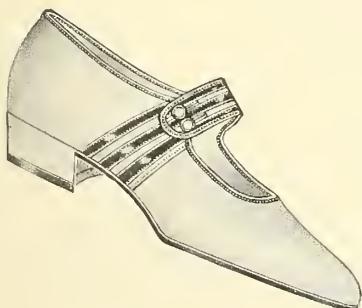
No. S838 \$3.25
S838 Black Satin Cross Strap, Suede Trimmed, Side Cut Outs, Imitation Turn, 14/8 Spanish Heel, B to D, code "Claire".....\$3.25

A Handsome New Cross Strap Model Trimmed with Suede.



No. S595 \$2.35
S595 White Whipcord One Strap, Two Buttons, White Kid Trimmed, Side Cut Outs, Imitation turn, 12/8 Cuban heel, widths B to D, code "Pola".....\$2.35

A Sample Pair will convince you that this dainty one strap has real selling merit.



No. S582 \$1.85
S582 White Canvas Patent Trimmed One Strap, two button, imitation turn, 9/8 heel, widths B to D, code "Enid".....\$1.85
S580 Same as above except with 12/8 Cuban heel, code "Thelma".....\$1.85

The Hit of the Season. A Charming Low Heel One Strap Trimmed with Patent Leather.



STYLE LEADERS

Successful merchandising requires constant sales stimulation—constant style refreshment. "Something new" entices your customer to buy.

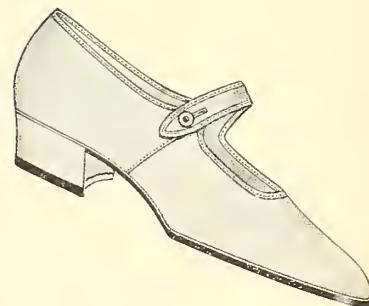
Hannahsons success is definitely dependent upon your success with Hannahsons footwear. With this in mind Hannahsons designers are constantly developing new and original models—not extremes, but patterns which fit and which will sell.

Coupled with Hannahsons style leadership is an In-Stock service which means more profit for you by giving you a maximum turnover with a minimum investment.

HANNAHSONS SHOE CO.
Manufacturers
Haverhill, Mass., U.S.A.

CANADIAN REPRESENTATIVES

- A. E. Jones, 153 Peel St., Room 112, Montreal, P. Q.
- V. A. Pearsall, 11 Fern Ave., Toronto, Ont.
- Wm. McLean, 4312 Pine Street, Vancouver, B. C.



No. S560 \$1.60
S560 White Canvas One Strap, Imitation Turn, 9/8 Military heel, B. to D. code "Dandy".....\$1.60
S658 Same as above except Genuine turn, B to D, code "Clyde".....\$2.00

Always in Style. It should be in your line.



No. S859 \$3.85
S859 Black Satin One Strap, Suede Collar and Cut Out Tongue, Turn, 15/8 Full Louis Heel, widths A to D, Code "Madlyn".....\$3.85
S861 Same as above except imitation turn, 12/8 Cuban heel, three cut-outs, B to D, code "Sylvia".....\$3.15

A Cut-out Model Selling Big.



No. S790 \$2.15
S790 Black Satin One Strap, Orchid lined, 14/8 Jr. Louis heel, widths B to D, code "Adra".....\$2.15
S791 As above except with 12/8 Cuban heel, code "Amy".....\$2.15
No. S742 \$2.15
S742 Black Satin One Strap, Button, 9/8 Heel, Black Drill lined, Imitation turn, widths C to D, code "Inda".....\$2.15



Mention "Shoe and Leather Journal" when writing an advertiser



IN-STOCK SERVICE

Rapid style changes, a persistent demand for better values, low retail stocks, all combine to make to-day the day of IN-STOCK SERVICE.

Dalaco Popular Styles
Dalaco Unrivalled Values
Shipped at Shortest Notice

That is the buying proposition offered by our In-Stock Department that takes the risk out of retailing and makes your Summer and Fall selling Show largest possible turnover and maximum profit.

SEND US YOUR RUSH ORDERS FOR THE SEASON'S BEST SELLERS. A COMPLETE SHOWING READY IN BOTH MEN'S AND WOMEN'S LINES.

Daoust, Lalonde & Co., Limited

Manufacturing Plant and Showrooms

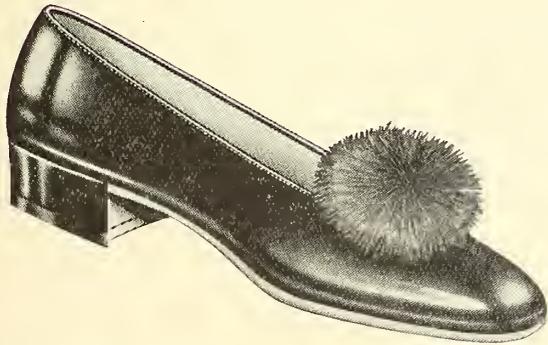
45-49 Victoria Square

Montreal

Branch—The Metropolitan Shoe Co., 49 Victoria Square

Rumpel Made Felts

Largest Makers of Slippers in Canada

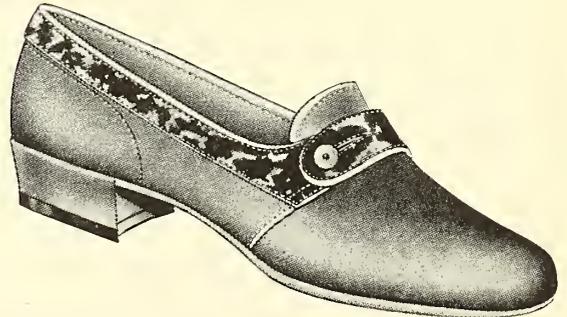


No. 921—Pat., Blk. and Havana Kid, Wood Covered Heel, Comfy Sole.

Dealers who have sold Rumpel slippers express pleasure at the easy and profitable way they sell. For a line that pleases customers and builds worthwhile sales, the dealer can do no better than concentrate on Rumpel made slippers.



No. 924—Oriental Kid, Wood Covered Heel, Comfy Sole.



No. 804—Finest Felt, Oriental Trimming, Wood Covered Heel, Comfy Sole.

RUMPEL SLIPPERS are made in every COLOR

Materials:-

Felt, Camel Hair, Plaids, Leathers, Satins

600 Styles and Designs

If the Jobber has not shown you this range, drop us a line

OSCAR RUMPEL

Kitchener, Ontario

Wholesalers! Retailers!

On your next footwear order specify

PERFECTION GUARANTEED COUNTERS

Made in both Fibre and Solid Leather.

Perfection in name and in nature. A standard of quality that is all that the name implies.



EVERYTHING IN FACTORY
SUPPLIES

BLACKING
CHEMICALS
CEMENT
GLUES

ABRASIVES
"CARBONICUM"
FELTS
INNERSOLING

PARKER IRWIN, LIMITED
PERFECTION COUNTER CO.
LIMITED

Letourneux Ave.

Montreal



"And the "Hotel Cleveland" is my home when my trip brings me to Cleveland!"

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

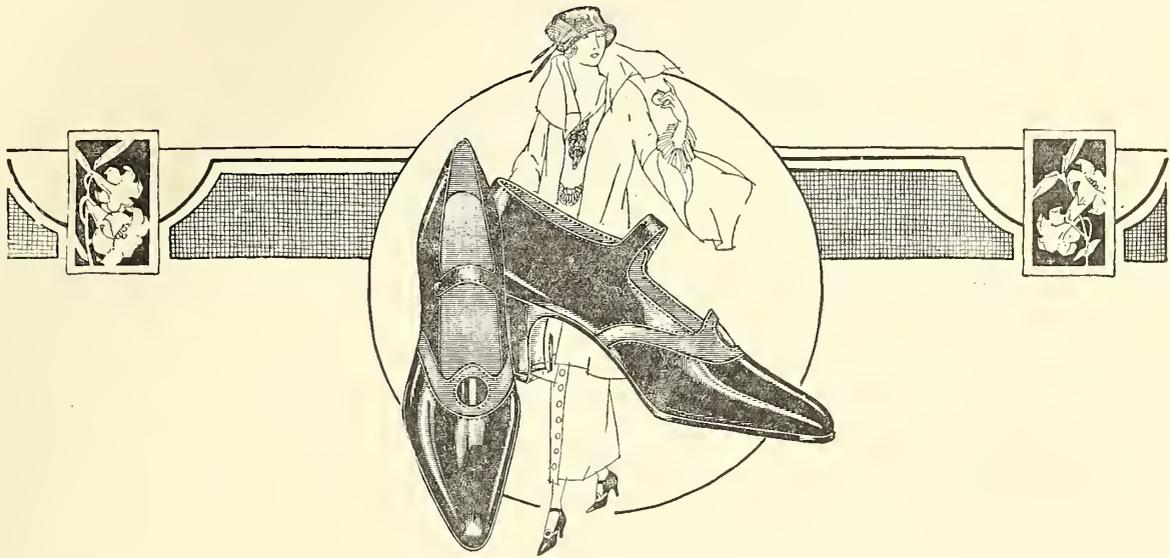
1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!

Hotel Cleveland
CLEVELAND, OHIO.





Black Beauty

Chrome Patent Sides

Combine soft texture and fine grain. The raw stock used is the best that can be secured, and when finished has a brilliant and attractive lustre. Manufacturers find shoes made of Black Beauty easy to sell and repeat orders an assured fact.

**The Robson Leather Company
Limited
Oshawa, Canada**



Yamaska Wearers Are Repeat Customers



The reliable character of Yamaska Brand Shoes produces that most valuable trade asset—customer confidence. Sell a customer a staple shoe with the attractive style and the sound shoemaking that only Yamaska staples offer, and the result is steady repeat sales.

With our new in-stock department giving immediate shipment on leading Yamaska Lines, we can co-operate with you better than ever in developing valuable trade.

LA COMPAGNIE J. A. & M. COTE
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

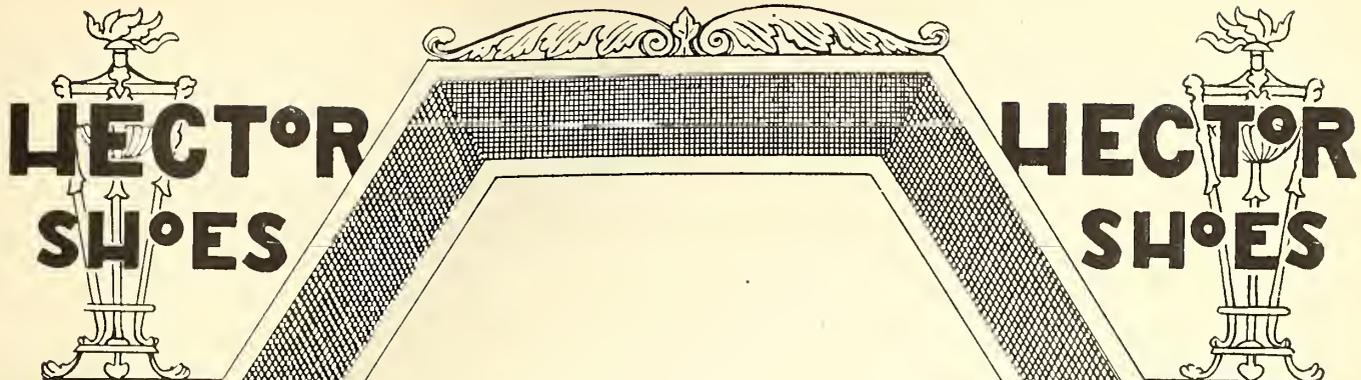
OUR AGENCIES

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



Wholesalers

It's a problem to satisfy the demands for SHOES OF VALUE these days, but it can be done easily and with profit by featuring the special offerings in

Hector Turns

Our very moderate prices and attractive styles will do more than anything else you can get to stir up trade and make your turnover all it ought to be.

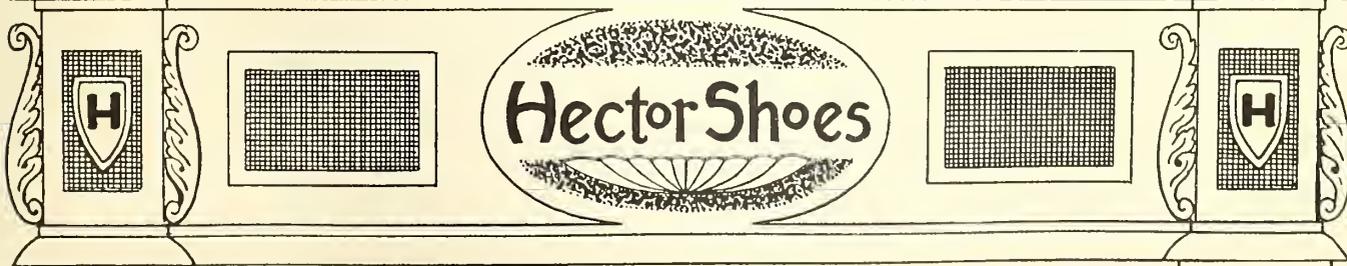
Don't wait. See the lines NOW, and let them prove by results in Summer and Fall selling.

HECTOR SHOE COMPANY

331 Demontigny St., East

Montreal

F. X. Leblanc, Managing Director



KENDEX *for* COMFORT



From the standpoint of service alone KENDEX is preferable to any other insole material, but added to this are the exclusive comfort giving qualities of KENDEX that make it an essential to complete satisfaction in footwear.

KENDEX is porous and unaffected by moisture or perspiration. It being porous permits perspiration to pass off by evaporation, keeping the feet dry and free from sting or burn.

KENDEX channels perfectly, holds stitches firmly, will not harden or crack, and altogether helps you to produce faultless shoemaking.

*Visit us at the Boston Shoe Fair
Booth No. 131*

KENWORTHY BROS. OF CANADA, LIMITED
St. John, Que. Montreal Office, 224 Lemoine St.

Remember "The feeling of the feet is reflected in the face." Wear Kendex

Some of our Lines

Kendex Innersoling
" Sock Lining
" " " Felt Backed
" Slip Insoles
Kaneva Innersoling
" " Felt Backed
" F Sock Lining
Heel Pads
Piece Felt



Push
Dominion McKays
Pull
Bigger Trade

Impossible to find better sellers than the lines we are offering for

Growing Girls	Children	Boys
Misses	Infants	Youths & Gents

IMMEDIATE SHIPMENT

DOMINION

Shoe, Limited

2298-2302 Chabot St.

Montreal

To Visit Our Plant Take Papineau Avenue Street Car Going North And Get Off At Bellechasse Street

They Sell Well
because
They Wear Well



- Stock No. 10 Russia Calf Oxford, Andover Last*
- Stock No. 12 Gun Metal Calf Oxford, Andover Last*
- Stock No. 14 Russia Calf Oxford, Councillor Last*
- Stock No. 16 Gun Metal Calf Oxford, Councillor Last*

IN-STOCK

Price \$4.75

Terms: Net 30 days

For less than three pairs an extra charge of 15 cents per pair.

Andover and Councillor! Two Talbot lasts showing the latest and most popular styles in men's shoes. These shoes sell well because they have all the qualifications of a high priced shoe and yet are so reasonably priced. Remember they are in-stock for immediate shipment.

The Talbot Shoe Co., Limited

St. Thomas :-: Ontario

Shoes for the Holidays

In-Stock



Now



No.3306 Black Calf Presto Oxford, Single Sole, Rubber Heel, Code "Oar"



No.3305 Saxon Brown Side Leather Oxford, Single Sole, Rubber Heel, Code "Ocean"

No.3307 Black Nubian Side Leather Oxford, Single Sole, Rubber Heel, Code "Olive"



No.3308 Brown Presto Calf Blueher Oxford, Single Sole, Rubber Heel, Last 7 Code "Onyx"



No. 09420 Devon Brown Calf Blueher Golf Oxford, Crepe Sole, Crepe Heel, Last 7, Soft Toe Code "Orb"

The John Ritchie Company, Limited Quebec

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:
510 Coristine Building

Boston Office:
161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

The Phantasmagoria Of Styles

BOTH manufacturers and retailers admit freely the injury occasioned by the increasing number of styles and especially the frequent changes in same that occur between seasons. But nobody seems willing to take the initiative in seeking to curb a tendency that has played havoc with profits in both sections of the trade for the past two or three seasons.

Manufacturers use as an excuse that retailers insist on novelties in order to develop business, while retailers claim that the keenness of competition and the continued prevalence of the jazz spirit with the public make it necessary to provide attractions to meet the demand.

The retailer well knows that this multiplicity of styles means to him larger stocks, and therefor, heavier carrying and selling expense, and realizes that the risk is greater to-day than ever before in carrying lines that may be left on his hands before they are half sold.

With manufacturers, the cost of lasts and patterns is altogether out of proportion to the volume of business especially in women's shoes in which the cutting department now dominates all others. Added to this abnormal expense the cost of selling on the road has at least trebled, and still the cry is for cheaper shoes.

The origin of the evil of course lies in competition both between manufacturers and retailers. The former seeks to stimulate lagging business with novelties and the latter is afraid of being outdone by his competitors, and so the evil grows apace.

The retailer, who perhaps suffers the most, has the remedy in his own hands if he only dared to use it. Some have already solved the problem satisfactorily for themselves, realizing that after all they have to pay the piper.

Before the opening of the coming spring season, some effort should be made to secure a discussion of this important subject by both sections of the trade, with a view to securing at least some amelioration to an evil which promises to throttle the trade.

In The Market Place

Hot weather helps business—Retail trade improves—Reflected in better feeling in wholesale circles.

WITH the advent of warmer weather has come considerable improvement in general business. In dry goods, clothing, millinery and other lines, including shoes, there has been a brisk demand for seasonal goods which has made retail trade quite active and, of course, has had a corresponding influence upon wholesale business. Manufacturers of women's apparel have been particularly busy and the demand for light summer fabrics has been such as to surprise even the most optimistic. In general lines of merchandise there has been an improved demand, which has made itself felt particularly in hardware and staple groceries. The hot weather has stimulated the production of bakery lines and it looks as though there would be a good summer's trade for those producing food products. Building has slackened off to some extent, but there is still enough doing to provide ample employment for all the skilled workmen available. Reports from the West continue hopeful. With a plentiful supply of moisture the crops so far are looking well and promise a good yield. It is a little early to give an adequate idea of what the results of the year's operations will be, but those who have been over the ground claim that the outlook is better than it has been since 1915. Of course, the country has a good deal of lost ground to make up, but with a good crop this year and economy the West will have a good start towards healthy recuperation.

In the Maritimes, business continues to show improvement although the set back caused by the heavy snows and later floods, is still felt to a considerable extent. Agriculture seems to promise well, notwithstanding the backward season and business is gradually forging ahead since the warmer weather came.

Quebec is enjoying a good agricultural season and although conditions have been somewhat adverse in many lines the Province is gradually catching up lost time in commerce as well as agriculture. There has been a decided improvement in all lines of trade during the past two weeks and it looks as though the improvement would extend well into July.

Retail Shoe Trade

Reports from all over the country indicate that the welcome change in the temperature has brought better business, and therefore, greater cheerfulness to the retail shoe trade. Summer trade started in earnest with the first hot spell immediately following the middle of the month, and dealers who were short of stock became quite excited and the wires were kept busy. One of the features of the trade has been the demand for fancy sport shoes, and there was such a run on combinations of white and colors that dealers began to think that regular white goods were going to be more or less difficult to get rid of, but there has been a fairly steady demand nevertheless for pure whites of the better class. The riot of colors in dresses and frocks has created a furore for colored effects in shoes that seems to promise to last well through the month and in fact right into the dog days. Never were costumes more gay or more varied and the shoe dealer who has been able to keep pace with the "jazz" in dress is congratulating himself on his foresight. In the mean-

time, the increased movement in shoes has not been confined to women's lines but is being felt in men's, also, which have shown considerable recuperation. The call for sport shoes has been very pronounced although there has been a good sale of street shoes in oxfords and straps of the better type in tans and also in black and quite a sprinkling of patent. White shoes are becoming more popular in men's as the summer progresses.

The Wholesale Trade

Sporting business has been good but wholesalers have found it difficult to meet the demand upon their resources for they in common with retailers have been uncertain as to the trend of fashion in summer shoes. Those who failed to size up the situation have been besieging manufacturers with hurry up orders for fancy shoes more particularly in the cheaper grades. Those who ordered sparingly of sports lines are now regretting their timidity and this applies to men's lines equally with women's. However everybody is feeling relieved that the whole situation shows so marked an improvement and are hoping that with a fair start dealers may get stocks so cleaned up that they will feel like ordering regular lines more freely. Most of the wholesalers are at present negotiating samples in the eastern markets for early fall and spring and are making plans for aggressive action as soon as summer trade is well over. Some report that regular fall trade has shown a tendency within the past two weeks to liven up considerably and speak much more hopefully of conditions than for some time past. As far as can be learned prices remain in statu quo, although manufacturers are firm in their insistence that it will take but little increase in demand to strengthen the leather market. Some tempting orders for October delivery at present prices have been turned down by manufacturers within the past couple of weeks.

Shoe Manufacturers Busier

In some lines business continues more or less active although everybody is feeling to some extent the effects of the present quickening in connection with summer trade. Makers of regular lines, however, say that it will be fall before a healthy condition will be reached in the shoe trade. At present the concerns that are busy are those that are making goods for immediate requirements and especially the cheaper fancy lines that are in such demand for summer wear. Those that are making what are known as "millinery" shoes are practically working to capacity and have a large number of orders ahead of them. Factories that are making staple shoes of the better class at moderate prices also report good business. In the city of Quebec, for instance, most of the factories report good business, and in Montreal those that are making medium priced goods are working pretty well up towards capacity. All over the country there is a much more cheerful feeling than there has been for some months and manufacturers are beginning to believe that fall trade when all the orders are in will show a very fair average. The trouble just now, and it promises to continue, is that both jobbers and retailers are pressing for goods and putting manufacturers to considerable trouble to keep up the supply of goods that should have been anticipated weeks ago in order to prevent loss of sales.

Leather men report a little increased interest but the buying is still of a hand-to-mouth sort. Nevertheless some fair sales have been made in both sole and upper. Tanners still complain of the tendency of manufacturers to bear the market to the encouragement of poor selections.

Stray Shots from Solomon

Some men are so crooked that they couldn't lie straight in a six foot ten bed. They seem to be born that way. They would sooner sell crooked goods and make less money than sell straight at a fair profit. **BRED IN THE BONE.** Cheating is as natural with them as eating, and they seem to relish a crooked deal more than their meals. It is a strange thing but true that cheats rarely prosper. If they make money their gains seem to run through their fingers like sand. We have in mind to-day a wholesale man who was in business in Montreal some years ago, and who did a large business, in which he cheated everybody from the customs collector to the retailer who bought from him. He and the staff he gathered about him used to tamper with every article they sold, so that nothing scarcely left their place unadulterated. He would rather adulterate a puncheon of molasses and make less out of it than sell it pure and have over a fair margin. He prospered for a while, then escaped the penitentiary by the skin of his teeth, and to-day is eking out a living in a small manufacturing business that affords opportunity for the exercise of his ingenuity at cheating. He has never been a success and never will. Do a straight business if you have to take a bucksaw and axe to do it.

* * *

The ledger for last half year is balanced and the accounts closed, and the question is how has the period turned out? When you are balancing up the business ledger, old fellow, **PROFIT AND LOSS.** don't forget the moral as well as the financial loss and gain account. Where are you at as a man? Never mind what other people think of you, or where you stand in the eyes of the community. How much of the respect of the man you live, eat and sleep with, and who knows you as no one else can, have you managed to retain? Are you a better, bigger, broader man than when you first wrote "1923" at the top of your business letters? Don't dodge the issue. If you are worth the powder in this shot, you will sit down and consider the matter, even if the job be not a particularly encouraging one. After all, it matters much more whether a man's assets in character show an increase than the stuff that is represented by cash.

To those of us whose early recollections linger about the farm, the log heap stands out as the sturdy developer of the latent idiosyncracies of men. The opportunities for **LOG-ROLLING.** "sodgering," the provocation to "pigheadedness," and the general tendency to the development of "queerness," have no doubt frequently occurred to us in contemplation of the joys of "logging." There was the man, for instance, who did most of the shouting and all of the swearing and who never gave a square lift on the whole job. There are a lot of people who spend their time "log-rolling." They hate straight work like an orange-man hates holy water, and will spend two days scheming any time rather than half a day at honest toil. These are the men who make a bluff at doing business and who are noted for what they are always "going to do." They spend hours figuring why business is not good and how the sales are affected by the failure of the cabbage crop. They persuade everybody but God Almighty and their wives that they are busy men, but these two know them. If some of you who read this paragraph would quit scheming and get down to honest, square effort this year, your creditors would get their due and your families would be better kept. Put that down. Be "diligent in business." Quit "log-rolling."

* * *

With some people conscience is largely a matter of education. We have known men who would not polish their boots on Sunday who would as cheerfully blacken their neighbor's character on **VARIOUS KINDS OF HONESTY.** that day as any other. There are people who would not put a leaf of a Bible in the stove for a fortune who never lose an opportunity to roast everybody they can lay their evil tongues upon. We have known men walk ten blocks to pay a car fare they had omitted to put into the fare box who would as cheerfully make unjust claims on a bill of goods or charge two prices for the same shoes. We heard a man, some time ago, who was one of a crowd listening to an atheist exercising his mouth in a public park. Disgusted with the remarks of the unbeliever a bystander called out lustily, as he took his pipe from between his teeth, "Put him out, d—n him! put him out!" This "defender of the faith" would no doubt have fought, bled and died for the faith "once delivered to the saints". From the man whose sanctimoniousness sickens the people who have to live with him to the commercial bird of prey who prays in church and preys in the store, there are samples all the way between of those whose consciences are a gross caricature of the Book whose teaching is pre-eminently that righteousness not only "exalteth a nation," but men.

Shoe Week

THE shoe business is in real need of an activator. Protracted dullness has put many retailers and manufacturers into a rut that is hard to leave. Individual efforts to stir up trade have met with success in some quarters, but have been unsuccessful in other places. The tendency, then, is to let down, and say "What's the use?" and enough of that spirit spread around will hold any business back.

With a united pull from all branches of the trade, with a definite objective, such as is provided by a "Shoe Week", in which as one dealer says "more shoes should be sold than in the week before Christmas", fall trade could be started off with a rush that would carry it along to permanent advantage, the results of which would be felt right through to the tanner.

Lack of confidence has been the root of the evil affecting the shoe and leather business for months past. Once get business stirred up, and confidence and prosperity will be in sight.

The favorable opinion on "Shoe Week", however, seems so unanimous that, always provided that the plans are worked out carefully and thoroughly, we can see no reason why it should not be put over economically, successfully, and profitably. We have yet to hear a dissenting voice, while nearly everyone who commented on it appeared enthusiastic.

So far as the National advertising campaign is concerned, while it could be worked out to bring real returns, it may well be left in the background for the present. To a modified extent, however, a campaign can be hooked up with "Shoe Week". Dealers who would in any event use space in the newspapers could devote part of it to preparatory advertising for "Shoe Week". Manufacturers and wholesalers could provide literature, window and store cards, streamers, etc., and back up the retailer in other ways. The retail association could co-ordinate the action of the various provinces and localities.

The ground can be prepared, aside from paid space, by means of editorial articles which the newspapers would be glad to accept as news. These could deal with various phases of shoes and the shoe business as they affect or interest the general public.

How Manufacturers Regard It

The idea of "Shoe Week" took hold with dealers immediately. Therefore, we put it before leading manufacturers for their opinion. We quote at length from two letters received, one from Ontario, the other from the east.

The first manufacturer says:—

"Regarding the two suggestions for stimulating the shoe business for Fall, we believe that without question the suggestion number two is the better, that a National Shoe Week could be put on with much less expense and with greater returns to all concerned. It appears to us that a National Campaign for advertising shoes would be almost too unwieldy a proposition to handle at this time, and at the same time it would no doubt be tremendously expensive. We believe that a Shoe Week proposition could be worked out to advantage by the various associations connected with the shoe trade, and that

if the retailers are behind the proposition, undoubtedly support from the wholesalers and manufacturers could be assured. The success or failure of such a proposition depends largely upon the enthusiasm of the retailer and his clerk, and we feel that the trade in general would be found enthusiastic with this idea and would be glad to go through with it. If there is anything that we can do towards helping with the development of plans, we will be very glad indeed to be of assistance."

The other manufacturer comments on it and also makes some constructive suggestions, as follows:—

"The first plan you mention, viz., a national campaign of advertising, would no doubt be very beneficial, but I would be very pessimistic regarding the possibility of raising the money from the shoe trade to-day, an amount sufficiently large to carry on a campaign worth while. But if such a campaign could be undertaken, then I think that one of the leading features that should be put forward in that campaign would be to try and impress upon the minds of the people in general, the intrinsic and real value that one receives in buying a pair of good shoes, compared with the value they receive for the money expended in purchasing any other line of wearing apparel or commodity of that kind.

"One might illustrate, take for instance a hat. There is a small value as far as the raw material is concerned and yet the consumer has to pay anywhere from \$5.00 to \$10.00 for a good hat. The same people will grumble about paying \$8.00 to \$10.00 for a pair of good shoes, and a good shoe cannot be sold to-day for less than \$10.00 to \$12.00 per pair, retail.

"Another point might be brought out in dealing with this value matter, would be something regarding the manufacturing process of shoes, showing how involved it is, and this point could be illustrated by the number of operations necessary to make a good pair of shoes, say 160 to 175 operations, or more.

"Another point might be mentioned, and that is, to say how conducive to health good footwear is, how conducive to comfort also is a good fitting pair of shoes. More than two-thirds of our lives are spent in our shoes. In fact, shoes are the most important article of wearing apparel, I think, that one uses.

"Another point should be stressed. I think, i.e., that it is wise and economical for people to have several pairs of shoes in wear at the same time, wearing shoes required for different occasions as well as shoes alternately on different days.

"These are a few ideas which occur to me just at the moment. Probably something could be drafted out of them.

"Referring to the second proposal, a 'Shoe Week'. This would of course be very much easier to put on. I understand that during the exhibition in Toronto no doubt many of the leading merchants there will feature in their windows, full windows of the leading Canadian made footwear, and probably this would be a good time to carry out the suggestion that you speak of concerning the 'Shoe Week', but of course I think that this 'Shoe Week' should apply all over the country, not only in one or two Cities, and it would be necessary for the whole trade to be practically a unit in it and try and make the plan go with a swing, which would be necessary to do in order to be successful."

More About Wildcats

Round Table discusses one of the present difficulties of the shoe trade.

THE question of "wild catters" has been raised again, and passed on by a dealer for discussion in the Round Table. There are so many sides to the question, there is so much dispute as to when is a "wild catter" not a "wild catter," that it is difficult, if not impossible for any definite conclusion to be reached. One thing is certain, however, from the tone of the opinions expressed, that the regular shoe dealers of the country feel that in many ways they have not been given a square deal, that manufacturers and wholesalers, in the effort to obtain cash, have taken chances, and have made sales that were not to the permanent advantage of any part of the trade.

The manufacturer, of course, has his own view of the question, to which he is entitled. His story is that the regular shoe trade acquired cold feet, and lay down on the job. To live, he had to keep his factory going, sell some shoes, and get some money. He came to the point where the man with cash looked welcome to him, where he was ready to take some chances to move his goods, and where in some cases he was ready to make and sell some merchandise of which he might normally be ashamed, but which was sold "at a price."

The dealer's story, however, is that even if those conditions existed, and even if some regular dealers did lie down, why should the regular trade be penalized for the benefit of concerns doing business in a way that could not help but bring discredit on the shoe trade in the long run.

Here is the question passed on in just the form in which it was received:—

"If the manufacturer can afford to cater to 'wild cat' concerns that pay 60 cents on the dollar, to get extensions without interest, is it not possible to figure down costs to the 100% man and give him something more than 10 days to pay it?"

Offhand, the first observation would be that our friend has overdrawn the picture a bit. From some of the comments made, however, that opinion is not unanimous by any means.

A Nova Scotia man says, for instance, "Why not! If the good, reliable, year after year, steady pay, 100 cents on the dollar merchant cannot receive some consideration, he will soon be a thing of the past."

A Saskatoon man says, "That's the idea! We are all nice fellows until we get behind; then the other fellow fails, and we are looked on with suspicion and terms are tightened. Something should be done."

A Niagara district dealer says, "ABSOLUTELY. Every dealer has known it, and thought it, even if not shouted from the house-tops. Why do manufacturers do it, when their bread and butter are held to the 'pound of flesh', while the foreigner, with a scatter-gun conscience, makes veritable monkeys of them day after day. And—the beauty of it is, they come right back for more and fall harder the next time."

A Windsor man says, "We think it is."

An Ottawa man breaks into slang, "You said a mouthful—but I always feel sorry for the merchant who finds it necessary to ask for an extension. It may not be his fault."

A London dealer, "We have felt for some time that

the 100% firm has played the part of the goat."

A Hamilton dealer says, "You have mentioned something that is a sore spot with all merchants who pay 100 cents for their goods. If you look up the creditors of all failures or those who get extensions, I think you will discover that certain makers or jobbers are in on most of them; that is, some will sell everybody they can and trust to luck to get their money. It may be they figure on a certain per cent. going bad and they'll get caught anyway. But unfortunately when the stock goes on sale, the merchant next door has to pay. The man who pays his bills can get better terms from any maker, the man who is (as the bankers say) a good moral risk, can get accommodation any time. The man who plays the game fair with the people he buys from, through good times as well as bad, gets what help he needs and when he needs it. Makers and jobbers are not slow to discover those who pay their bills promptly and give them the first call."

Another Toronto man says, "Now you have said something. From all outward appearance in many cases in the past it would appear that the wild catters have been getting it not only in extensions, etc., but also in the price of merchandise. Why the manufacturers do so seems beyond me entirely. The hundred cents on the dollar man seems to have been left to rustle for himself entirely. In fact they go so far as to charge back for a paltry ten days' extension on draft acceptance dating, which is not even in the nature of a renewal. While at the same time, the apparently faster type appears to be getting by splendidly on a greatly larger scale."

A London dealer says, "Yes, it should be. Retailers ought as far as possible to refuse to buy from manufacturers who sell such firms. However, we think that these manufacturers are sure to get the wrong end of the stick if they persist in supplying such firms. Many have gotten it already."

Another Toronto man says, "I don't think the manufacturers cater to the wild catters. They have to take a chance. But they should wind them up, and not give extensions. The trouble is that there are too many shoes being made, and they must be sold to somebody. There are eighteen factories in Canada for every million of population, and unless they can be persuaded to buy and wear more shoes, or shut down some factories, this condition cannot be helped."

Another Western dealer says, "I quite agree with the first part of this paragraph. If the manufacturer can sell the wild catter and accept sixty cents on the dollar, he should be willing to accept sixty cents on the dollar from dependable firms, who have handled his merchandise for years, and for which he has been well paid, and made money out of. It is easily seen that he is very strict in charging 100 cents on the dollar to his old time customers, but he is willing to take a chance with the 'wild catter' and accept forty and sixty cents on the dollar, or give him a long time to pay up."

"I think there should be an organized method to have a credit report in the Shoe and Leather Journal showing who the manufacturer or wholesaler is who loses money or goods in the 'wild cat' firms; and if he doesn't quit every retail firm should have the chance to have the spot light put on him and stop buying from him, thus forcing him out of business."

"I know of a good many dependable retailers who will not buy from a manufacturer because they know that he has been lax in credit methods, willing to take a big chance, has lost a lot of money and that it appears that these losses are put in their goods and their prices are high in consequence."

A Man Sized Job

Conditions reveal the man—The sifting process in retailing—A time for personal and business stock taking—Do it now.

IF they do not do so oftener, most retail concerns take a physical inventory on the first of July as well as on the first of January. But this physical inventory will not avail unless the merchant takes stock of himself, his store and his methods and asks himself how he is meeting present conditions. In common with many other trades shoe retailing is considerably overdone, as all will admit who are connected with it directly or indirectly. But, it is always the "other fellow" who is de trop, as the French put it, and the hope is that he and not the one admitting the statement may get the axe. The process of elimination goes steadily on from year to year, in periods of stress more rapidly and flagrantly than ordinarily, that is all. The hope of being amongst the successful minority meanwhile buoys up the hope and courage of the great army of shoe men and no more fitting time could occur than the present for summing up the qualifications and analyzing the weakness of those who regularly succumb to the relentless law of survival of the fittest. Every shoe dealer should ask himself earnestly and seriously the question what ground he has for hoping to remain in the game and realizing the reward adequate to his investment of time, money and brains in the business?

Have You an Aim?

There are too many who have just drifted into commercial life or adopted retail business as a comparatively sure and easy means of making a living. It is this fact that accounts for the large number who fail each year to make the goal. Every retail merchant should be able to answer the question why he is in the particular business in which he is engaged and what are his qualifications as to knowledge of the trade and business principles which he thinks qualify him to take the risk of opening a store. He should satisfy himself of the possession of the fundamentals of business success:—initiative, determination and perseverance.

The man who fails to set a goal, whose ambition does not rise higher than merely the showing of a balance on the right side of the ledger at the end of a business period is almost sure to miss the mark and land finally on the scrap heap. It is the man of ideals, who plans for reasonable profit on an adequate turnover who succeeds at any time, how much more these days of strenuous endeavour. A business will no more succeed without a definite plan and honest endeavour, than a ship without a chart and a qualified navigator can reach a desired haven.

Using the Head

The men who have come through the recent deflation with its tremendous risks and worries have been those who saw beyond their noses during the time when business was coming so fast and furious that it was difficult to take care of it. Those who had the wisdom to look ahead realized that the so called "good times" must be succeeded by a corresponding swing of the pendulum and they provided reserves instead of spending their money on pleasure or other personal ends. The man who would succeed must ponder the future and gauge not only possible changes in goods but varying financial and social conditions. There is too much aimless drifting in the retail shoe business and trusting

to chance to save from the results of mistakes due to lack of ordinary foresight. If you have not a budget system in your business adopt this helpful method of building your business endeavors upon actual experience and judgment. The man who works in the dark is taking tremendous chances.

Learn From Others

The reason some merchants get into a rut and stay in it, is that they never try to find out what others are doing in their line. It will pay a retailer to watch how his neighbors handle certain problems. A business often succumbs to pernicious anaemia—the gradual elimination of red corpuscles—because it persists in living in an atmosphere dead with stale practices. Do you know how efficient your store service is? In an investigation made by a large departmental store, which carefully followed up customers to see why they did not come back, it was discovered that forty-seven per cent., or almost half of the list was lost through poor service. This question is one of the most vital in a shoe store or any other. Are your customers properly looked after when they call? How do you handle your help? Have you that willing co-operation without which your salespeople are little better than dummies?

If you are not getting the best out of your sales force, it is probably your own fault, but, if this should not be so, get to the bottom of the trouble and if it lies in the help get rid of those who are indifferent, inefficient and stupid. You cannot afford to ignore that which is the foundation of the most important force of your business—service. With all help discipline is necessary. Never let those under you forget that there are standards that they must observe in their relation to the store and its customers. Help are often spoiled by "loose screws". See that your organization is effective and in good running order. Make everybody live up to your store ideals and laws, and set the example yourself.

The Square Deal

Everybody responds to fair, honest, human treatment and the best advertisement a store can have is a "square deal." When people are sure that they may depend upon the goods they buy and the people who handle them, it does not require many other inducements to win their trade. Have your clerks as well as yourself pride themselves on the reputation of the store for reliability and make it more than mere talk. The same thing holds with regard to employees. The loyalty that comes from a knowledge that the store recognizes merit and faithfulness of service encourages in the help the best kind of co-operation. Let a clerk take pride in the store and its reputation and you have a power behind salesmanship that is far beyond knowledge of goods, of human nature and salesmanship tactics. The man who can put himself into a sermon, a selling proposition or anything else need not worry about personal or intellectual qualifications. Sell your clerks the store, yourself and the goods they handle and you have won more than half the battle of merchandising.

Selling Efficiency

In spite of this a merchant should encourage his sales people to be expeditious as well as prompt and thorough in serving customers. It would be difficult to state how much time should be allotted as a standard for selling a pair of shoes, as the questions of fit and appearance have to be co-ordinated with that of price. But it should be possible to have regular practical discussions if not actual training in matters such as selling in every shoe store where clerks are employed without loss of time. Some salesmen take too much time in making a sale while no doubt there are many sales lost

through the unwise tactics of salesmen in hastening the closing of a transaction. It would help the service in many stores if this question were more fully considered by the management and staff. On the part of the management, every effort should be made to make selling as simple a matter as possible by providing proper stock keeping systems, and modern sales records.

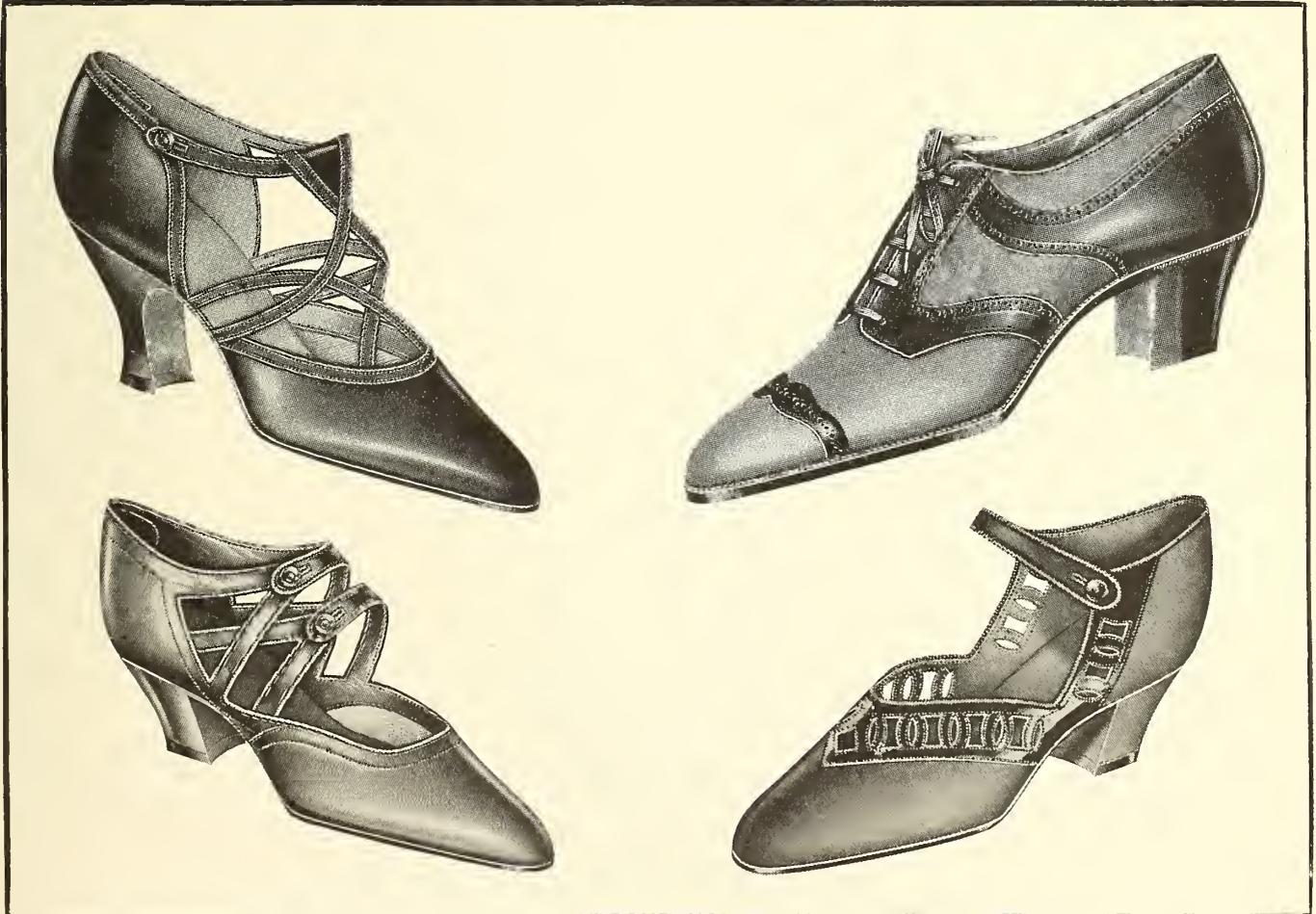
Eliminating Guess Work

The curse of the shoe trade is guesswork, although to hear manufacturers talk regarding the size of orders, shoe retailers are taking few chances these days. But the guesswork that is all too prevalent is buying that is not based on accurate knowledge of stock or the requirements of the particular establishment. One has only to take a run through some of the stocks that have reached assignees' hands during the past few months to understand what a serious menace to the trade this carelessness or ignorance has become. Duplicate unsold sizes, lines so similar in character as to be practically identical and goods entirely unsuited to the needs of the locality will be found in almost every instance. "I do not see how some of these people keep up the game so long" said a wholesaler recently after inspecting a stock of shoes in an Ontario town. "The weight of dead stock should sink them long before the creditors hear of their trouble." No merchant with any sizeable stock can afford to run his business without adequate stock records. He can neither buy nor sell with satisfaction or safety and as to intelligent handling, he makes it impossible for himself and his clerks. A simple system of stock and sales record will show a merchant where he stands as to stock, and what goods are turning over the most quickly and profitably.

The store is as largely known by its salesmen as

by its goods. If you are careful as to the latter, you should be no less exact as to the character of the people on whom your customers must depend for service. The best kind of help is that trained by the establishment itself when the foundation is right at the start. Employ only the best help morally, intellectually and commercially. Give the careless, gum chewing, loud talking clerk a wide berth. You can never make a satisfactory salesman out of a "ninny" or a "rounder". Employ people whose mind is on the race, and who have enough brains and take enough interest in their job to put life into it. Have some system of checking up their work and rewarding their diligence and interest. The thing that spoils most clerks is lack of deserved recognition. It does not matter how willing and earnest an employee may be he will lag as soon as he discovers that it does not make much difference to his employer whether he hustles or loafs. Reward your help both for interest in work of selling and encourage them to make suggestions for the good of the store and its patrons. There is nothing like a pat on the back or a good boost to put ginger into a real salesman. The kind that does not respond should be given a blue envelope at the first week-end.

Look at the facts as they are. Decide whether you are a real merchant or are just a "potterer," who is marking time until the legal undertaker comes along to take care of the "remains." The game is worth while with those in whose blood the warmth of real adventure tingles. Make up your mind that the last half of nineteen twenty three is going to see you well over the stile of business hesitation and well on the way to permanent success and prosperity. It is a man's game. Put all you have of brains and brawn into it.



A Few Novelties

The Ad. Critique

Some thoughts and comments on recent retail shoe advertising.

IN the past few years there has been a decided improvement in the newspaper advertising of the retail shoe man. This is due largely to the dealer's better understanding, and realization of the part that advertising plays in modern merchandising. It is, however, not where it should be. The newspapers, weekly and daily from coast to coast, show hundreds of dollars worth of space donated to useless publicity. Occasionally an individual advertisement, or a series of advertisements from a regular advertiser stand out like a star on a dark night. These advertisements are usually the result of a man who has made a study of his advertising as applied to local conditions. Hasty layouts thrown together with little or too much indifferent copy seems to be the working rule of many writers. Writing it, throwing it to your printer, and forgetting it won't sell shoes to the public, who don't know whether to come to you or go to the man across the street. On the other hand, it is not always the writer's fault, the printer enters as an important factor in the setting of an attractive advertisement. Many advertisements, too many in fact, have been ruined by the indifference of the printer who takes from his cases the first type faces his hands fall upon, and uses them without thought of weight, balance and appearance. To produce high quality advertising with a selling kick, close co-operation between the writer and printer is absolutely necessary. Write your copy intelligently and clearly, consult your printer and at all times demand a proof, and see what really is going to appear in the newspapers as a message from your store.

No. 1. Here we have an interesting study of two advertisements for the same house. The signature, border, and copy, are the same in both advertisements, but the layouts are certainly nothing to write home about. In the left advertisement we find an all capital heading and a cut looking out of the picture, pushed to one side of the page, and an ill balanced square of white space in the other corner. This heading should have been centred and the cut transposed to the other side of the advertisement. In the second attempt, a better cut has been used, but the heading still left on one side. The open faced type used on this one matches the signature as nearly as it is possible to get it. The copy, which should not have been used in two advertisements without change, is good. It is descriptive and quotes prices, but if set in two columns would have been easier to read. These advertisements are neither good nor bad, but are typical of the small town type-setting of to-day. Before we pass along, don't you think that heading would have been better if reversed to read like this "A Sale of Two-Toned White Shoes?"

No. 2. This advertisement shows some constructive ability and an earnest attempt to get somewhere. The first small advertisement in the corner is merely a lead, to stir up the imagination, a good idea if you can afford to keep it up—so we will pass that by. In the large advertisement, the three main display lines tell the story, they give the meat of the selling argument, namely "Satisfying Footwear, Featuring To-day, Priced at \$7.45." The rest of the copy is general, and supports the main headings. It might have been a little better to have given a closer description of the shoes. White space has played an important part in this advertise-

ment; it is not crowded, but is easy to read and is without the customary solid lines of capitals. This is a good advertisement that should pull business for the store.

No. 3. The June bride selling argument, a good old standby that comes to light year after year. It would be difficult to do very much with this advertisement, all available space has been used, and is pretty well occupied with descriptive matter. The cut is not very attractive, being set off the square. It, however, serves its purpose, and illustrates the lines mentioned. A good advertisement fairly well laid out.

No. 4. An attractive advertisement with lots of white space, good cuts, good copy, but spoilt a little by two type faces and too many capital letters spread throughout the copy. The day the advertisement writer learns to emphasize with bold face italics instead of capitals he has made another step towards better copy. As usual the printer is responsible for the assorted type faces. Prices could have been a little larger and thus caught the eye. A fair advertisement for selling sandals!

No. 5. Here is a worthwhile selling type of advertisement. The typography is good, and the layout attractive. The copy is descriptive and the price is quoted. On the whole a business pulling advertisement worthy of any newspaper.

No. 6. It is necessary to search this advertisement to find a place to start reading, and even when you do, it takes time to recognize it as a shoe advertisement. The oval at the top would have been better employed if the word "shoes" had been used instead of "white". There are too many capitals and no attention has been paid to reading order. This type of advertisement would not raise the desire for white shoes in the readers' minds, but would probably bring them to the store if they had already made up their mind to get a pair. Not so good.

No. 7. "White Pumps"—it stands out and hits you in the eye, but glancing over to the illustration we find a combination shoe. Which is right—picture or heading? The advertiser no doubt carried all whites as well as combinations, but this cross talk is apt to be confusing to the reader. The whole advertisement is short and to the point, not too crowded and decently set. A little better than some, not so good as others.

No. 8. This advertisement, as far as weight and balance are concerned, is just about perfect. All display is in lower case, prices displayed in black face, copy set in narrow measure, and therefore easy to read. The descriptions leaving nothing to guess work. A real snappy sales producing advertisement, that could hold its own with the best of them.

No. 9. The signature on this advertisement emphasizes the importance of having a proof before going to press. This looks foolish and only brings ridicule on the store. The layout is fairly good and the prices catch the eye. The border is not over attractive; it looks like a wild effort to have something different but even as it is this advertisement should sell shoes.

No. 10. Whoever set the copy in this advertisement must have wanted to make it hard for the reader to read. This should have been set in lower case. The headings are alright, except for the four different type faces used. A good attempt lowered by very poor typesetting. If only one type face had been used and, as we said before, the copy set in lower case, the entire advertisement would show 100% improvement. As it stands now it is hard to read and is glaring to the eye. Plenty of white space, a couple of good cuts, and the well displayed prices are all points in its favor.

The Summer Window

Danger of neglect—Importance of freshness—Adaptation of goods and background—Heavy displays out of place.

IN the "good old summer time" we are apt to let our aggressiveness wilt and fade into listlessness or spasmodic effort and thus lose the force and prestige we have built up by vigorous spring campaign selling methods. Merchants probably give less attention to their windows in July and August than at any other time of the year. The weather is so hot, and the sun is so strong, that from the standpoint of good as well



as physical effort, we are apt to go slow on decorations and displays.

But if the window is a good advertising medium in May and June, it ought to be as good in the dog days although it may be urged that the agricultural community is occupied with harvesting and the urban centres are depleted by holiday makers. The wise merchant makes hay in all kinds of weather and sows beside all waters, and if he is dead in earnest, he will find ways and means of making his windows and advertisements tell an effective story at all seasons. At all events window space is an expensive part of the establishment, and should be kept talking no matter what the surroundings or conditions may be.

Unless you are having a clearing sale the shoe window should be designed and decorated to give as light and pleasing an effect as possible. Avoid all heavy, dark, cumbersome schemes that are suggestive of heat or fatigue and encourage airiness of design and coolness of effect.

Backgrounds should be light, open and decorated if possible with flowers suited to the season, such as roses, marguerites, marigolds, daisies and such like. These may be natural and can be easily replaced from day to day or kept in water failing which the artificial varieties may be used. Where lattice work is used, it should be light and open as possible and heavy curtains, carpets and rugs should be taboo. If the window be large, grass mats may be used and light furniture of the same class may be found helpful.

As July and August are months in which light shoes and especially outing shoes are used very largely, these of course, will figure largely in displays. With the variety of color and trimmings and the preponderance of white, it ought not to be difficult to secure a number of combinations of decorative materials to throw into relief goods of this class. Of course, emphasis will be

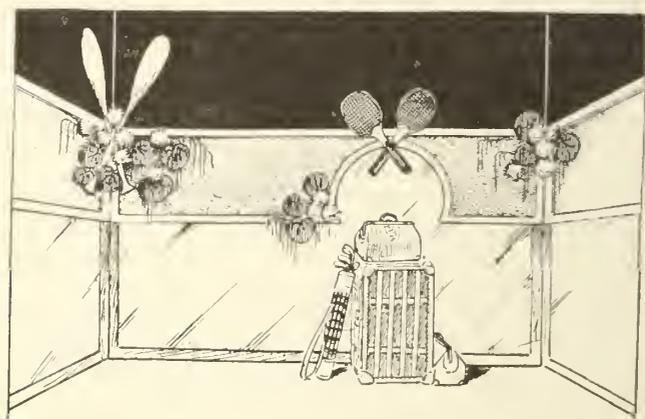
placed upon sporting goods such as tennis, golf, yachting, bathing, camping and dancing shoes, and it will be quite easy for the dealer to procure accessories that he may not carry such as racquets, golf clubs, paddles, or even a canoe, if the window will permit to give extra emphasis to the goods.

As it is a period during which white goods must be cleaned out every effort should be made to keep them before the buying public, so that the shoe man must not let his ideas run too much into fancy, or outré styles. The vacation idea should be worked to the limit, and as there is a transient trade in almost every town and village at this season of the year, a bid should be made for the "birds of passage" who will want extra shoes for summer outing purposes.

Two Summer Windows

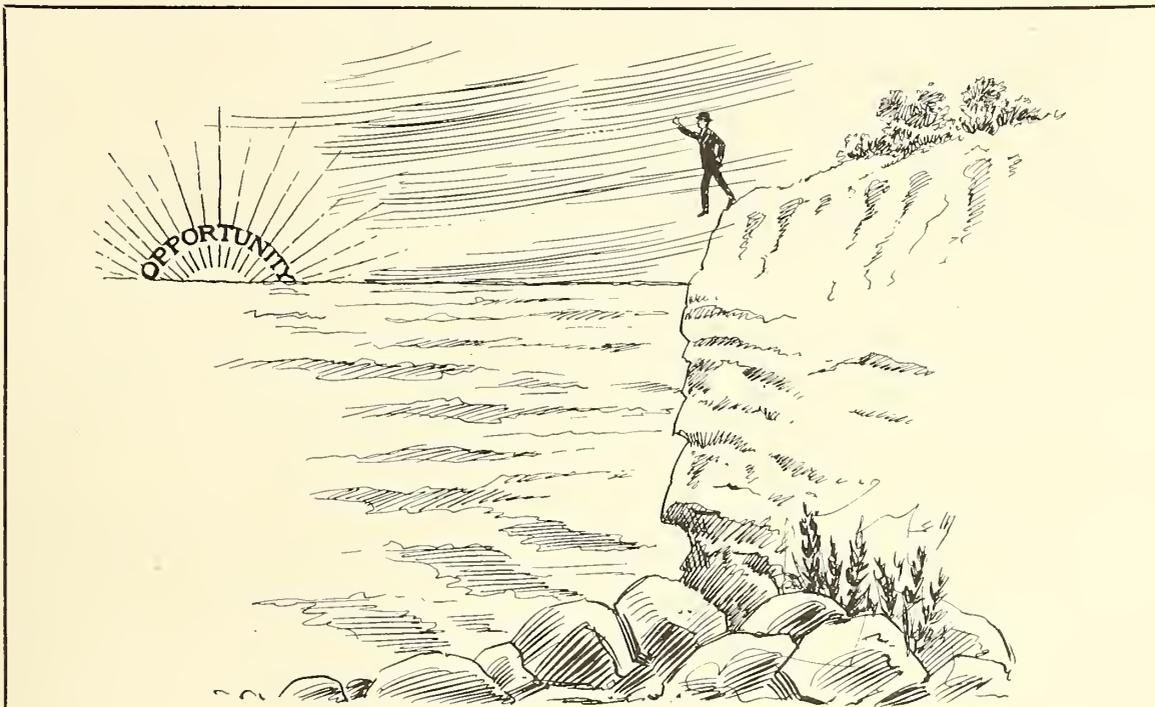
We give herewith a couple of suggestions for summer windows that will appeal to two classes—the merchant, who is not in a position to elaborate along this line and the one who feels like undertaking a special display putting emphasis on the vacation idea. In both, the design is simple, appropriate and permits as much expansion in the way of accessories as the dealer feels disposed to give them.

For the trimmer who aims at a minimum of work and a maximum of effect the "Sunny Summer Styles" window will make a ready appeal. It does not call for expensive or perishable materials and, while it calls for a bit of painted scenery, this may be provided easily by anyone who is handy with a brush in suitable tints, yellow for the sun and light blue for the sky and water. The panels at the side may be made of wall board tinted white or yellow in water color with a border of deeper color, such as orange, to throw out the effect. The



lettering may be done either on the background or a special card may be used. The side walls may be of light yellow material gathered and the floor in white or light green.

The "Vacation Window" is also simple as to the preparation of background. The framework forming the background is covered with light blue mercerized sateen over which several layers of moss green tarleton are placed giving a pleasing water effect. Water lilies and lily pads heighten the effect in the corners, while paddles, tennis racquets or anything of a similar nature, complete the "vacation" effect. A trunk, club bags and a bag of golf clubs complete the appeal. This window may be used to display golf shoes, tennis or almost any kind of summer footwear, and fishing rods, baseball bats, masks and other sporting paraphernalia may be added as occasion may demand. But do not crowd the window with either accessories or goods. The background may be used for several trims.



WAIT!!!

Now is NOT the Time to Take Chances

WAIT!!

And see our fall "IN-STOCK" display which surpasses anything we have yet shown to the trade.

Complete Fall Stock By August 15th.

MORAL: Buying from a reputable IN-STOCK House affords you an opportunity to buy economically.

CANADIAN SHOES LIMITED

"The House with a Policy"

TORONTO

Credit Problems

How they are handled by large shoe company.

CLOSE co-operation of sales and credit departments is an important factor in the success of any business. That is particularly true of the shoe business to-day. In an interview with Mr. E. A. Burrill, of George E. Keith Co., which appeared in *Printers' Ink*, it was shown how the two departments work as one, and under one head. In the course of the interview, Mr. Burrill threw some interesting side-lights on credit problems, how they were studied and how they were solved. He said:—

"There are two ways of handling a delinquent account. One is to chop it off; the other is to nurse it. One way says, 'Make him pay'; the other says, 'Help him pay.' Throwing the sales angle into the credit side of the business, we have gone in considerably for 'helping him pay.' I spend a part of my time on the road, and in my dual capacity conversation with customers takes a turn that leads to discussions of sales promotion methods, turnover, financing and stockkeeping. Such things have an intimate relation with the customer's ability to pay and pay promptly. By proper counsel proceeding from the credit viewpoint, we have helped many a customer out of a hole.

An Example From New England

"There was the case of a certain country store in New England. Visiting this customer, whose payments were slow, he expressed some mystification as to why he was not making more progress. His statements showed that for three or four years he had made no gain. I dug into the business. He was doing \$30,000 a year; his expenses he figured were \$6,000 a year, or 20 per cent.; his gross profit margin he figured was 27 per cent. On this basis he should have been progressing at the rate of \$2,100 a year.

"While I was in the store I noticed first of all several sales—two pairs of rubbers at \$1 each, which cost 69 cents, at which the proprietor pointed with satisfaction and called attention to the 31 per cent. gross; then followed a sale of shoes at \$3 which cost him \$2.45, at which he didn't point with satisfaction. Here was a gross of only 18 per cent.

"This led me to study the pricing of his stock, and I discovered that instead of an average gross of 27 per cent. he was making only 22 per cent. Further investigation developed the fact that his expenses instead of \$6,000 were \$8,000, or 24 per cent. There were certain items which the proprietor had failed to take into account. And of course, as one almost invariably finds with such a condition, there was an over-stock of goods, accumulations of odds and ends.

"We set this man on the right track, his payments improved, and from the sales standpoint he was a bigger customer than ever.

What Careful Analysis Can Do

"If we were to view this case simply from the credit angle, the natural disposition would have been to cut down this man's line of credit, to insist more rigidly upon prompt payment, perhaps to give up the account altogether as unsatisfactory. It is our theory, however, that whenever an account is slow pay, there is some definite reason back of it. Given a store which is doing a reasonable volume of business, say from \$20,000 a year up, and almost invariably, with the right management methods, it can be made to pay its way. There-

fore, our first thought when we get a troublesome account is to see if we can't find out what the reason is, and by means of advice or special assistance eliminate it.

"There was another account which gave us trouble. This store was buying of us about \$3,000 worth of merchandise a year, with payments always slow. I went to investigate the trouble. The firm was suffering from bad management. It was owned by a man whose main interest was in a lumber business and who had hired a manager to operate the store. This manager had made away with about \$3,000 of the firm's money. I found that there was a \$25,000 stock on which the firm owed the bank \$15,000. Sales had been running about \$35,000 a year. There was an apparent equity of \$10,000 in the stock, but a large part of it was poor and unsaleable. The owner wanted to sell out for whatever he could get, but I advised him against this because the store was in no condition for him to sell. It would have been hard to find a buyer at all under the conditions. I advised him to try to get the business into a healthier condition first.

Advised To Reduce Stock

"The most important thing was to reduce the stock. We arranged a budget of buying and selling, cutting the buying down only to 'sizing-in' stock; segregated the depreciated stock, marked it down, and in time got the \$25,000 stock down to \$15,000, which was more nearly its normal figure for the volume of business. This enabled the owner to pay off his debts. Within three years we had the satisfaction of seeing our volume of sales to that store climb from \$3,000 to \$9,000.

"**Nine times out of ten when an account becomes slow pay it is because the owner has been buying haphazardly, without records and without any plan.** The remedy, then, is not so much to cut off the account, press for payment or threaten suit as to consult with the customer and arrange a buying schedule which will enable him to maintain his variety and sizes, but at the same time to effect a gradual reduction of inventory and enable him to pay his debts. An arrangement we frequently make in such circumstances is to sell the customer \$2 worth of merchandise for every \$4 he pays us. This enables him to continue in business and to make profits which will help him to liquidate his obligations, while at the same time it brings him to a normal condition.

"When we get a new account we look at the credit risk with the idea of its possible sales development. Here, we may say, is a young man starting in with a limited capital. He has experience, knowledge of the business, a good location. We may take him on, knowing that for a time his payments must be slow, but expecting that because of his character and experience he will work himself out of such a situation. From a purely credit standpoint such an account might be undesirable; from the combination viewpoint of sales and credit it is highly desirable. We might have to bear with this man for a couple of years, but at the end of that time he would probably be taking discounts.

"In our collection work the sales viewpoint helps. I don't mean to say that we try to make our collection letters sales letters, that they all should end up with the hope for future orders and so on. That sort of thing, I believe, weakens a collection letter, which should concentrate on its job of bringing in the money or finding out the reason why the account is not paid. But such instances as the following are frequent.

"There was an overdue balance of \$15 on one account. The collection manager, in looking up the delinquent card (which showed the record of past delinquencies),

found it absolutely bare with the exception of this one \$15 item. He brought it to my attention and I wrote a letter to the customer congratulating him on having had but one entry on the delinquent card through all his years of dealing with us, and that only a little item of \$15, which had doubtless slipped by through some error. The man actually had this letter framed; he was mighty proud of it, for it was a testimonial to a splendid financial record. Contrast this with a formal credit department letter reading 'Your account of \$15 is overdue; please remit.' This is what I mean by getting the sales angle into collection letters.

"When a new account comes in it is handled in the usual way for credit review; but if the credit man feels disposed to act unfavorably he takes it up with me and we look at it from the sales angle. Now, the credit man of the department, although he specializes on credits, feels he is a part of the Credit-Sales Department. His job is to show a favorable record from both standpoints and he always thinks of sales and profit losses as well as credit losses. He is always thinking of what this action or that might do to the customer's attitude toward the salesman. This attitude doesn't lead us to take more risks, but it does lead us to investigate more carefully into the situation and consider whether, as in the case of the young man starting business, it might not be advisable to take a temporary 'slow pay' proposition for the sake of future developments from the sales standpoint.

"There was the case, for example, of a store in the West which came to us soon after starting in business in January, 1922, with a stock of \$7,000, cash of \$500, and owing \$2,600 on stock and \$750 to the bank, showing an equity of \$4,150. This merchant had also bought in addition to that, \$4,000 worth of merchandise, or as much as his net worth.

"On the face of it, it was an impossible credit risk. The customer, in fact, was talking about doing a \$50,000 volume—the town was a good one and offered opportunity for expansion—but with such ambitions and his limited capital he would be over-reaching himself.

"We made a thorough investigation of the man's previous business record, however, and found that his ability, character and personality were extremely favorable. We accepted the orders, securing a promise from the customer that he would for the present think in terms of less than \$50,000 volume; that he would keep his indebtedness less than one-half his total stock, and that he would shift more of his borrowing to the bank.

"To-day we are extending credit to this man to the extent of \$11,000 a year, his capital now being \$8,000, and he is paying on a fairly prompt basis. It is an account which from a purely credit angle we would have refused, but which through sales contact we accepted to our advantage.

"Whenever we do turn down a man we always try to sell the salesman on it, to give him in detail the reasons for our action and make the salesman our partner in the deal. The salesman, too, is a representative of the Credit-Sales Department and must look at every sales proposition from both standpoints.

"An order recently came in which it seemed to us from our knowledge of the man's volume of business was just about twice as much as it ought to be.

"We came back at the salesman and asked him to justify the order. We asked him to figure out for us how the customer was going to be able to pay for the goods when it looked as though at the end of the season he would have half the stock left over. We got the salesman to agree to the truth of our argument; con-

sequently we put it up to him to get the customer to reduce the amount of the order and show him why.

"Now, viewed purely from the sales standpoint, this would have been a good sale. Viewed purely from the credit standpoint, it would have been a good credit, for the account had always been good and paid promptly. But both the customer and the salesman had made an error of judgment which a combination of the sales and credit viewpoint enabled us to check. Unless customers are sold to correct ratio of turnover, the orders are neither a good sale nor a good credit risk.

Salesmen Make Analyses of Customers' Credit

"We aim to make our salesmen merchandising men instead of salesmen, constantly teaching them merchandising principles and methods of retail financing. The way they get this angle is illustrated in a letter from one of our men in the South. He had taken the trouble to write in longhand an eight-page letter outlining the situation of one of his customers, who had got into a condition where he was unable to pay his bills. The salesman analyzed the situation and reported as follows:

"The stock consisted of \$37,000, at cost, and his sales for the year had also been \$37,000. Of this stock, the salesman reported that perhaps \$10,000 was good merchandise, the balance might be worth perhaps 25 cents on the dollar. The proprietor, it appeared, had been buying jobs instead of regular lines, and had got loaded up; also being misled by the fact that in 1921 he had \$51,000 worth of business. His location, store front and sales personnel were all good. The proprietor himself did not know what the trouble was, except he was not making spendable profits. The salesman called upon us to write the customer a letter of advice and give him what help we could. 'I wish you would suggest to him also,' he wrote, 'letting his son-in-law have more authority. He believes in system and is a good salesman.'

"These excerpts will perhaps show the viewpoint of the salesman. In this case we wrote the customer a long letter, in which we pointed out, based on the salesman's report, what course he should pursue to pull himself out of the hole. We pointed out that he should do a \$50,000 business on a stock of \$20,000. The first thing to do was to liquidate the surplus stock. We approved of a suggestion the salesman had made to transfer \$10,000 worth of the present stock to the store of another son-in-law which was closing out, and get whatever he could for it. We sent him some pamphlets on merchandising principles which we publish. After that we set our advertising department to work to develop some special newspaper and direct-mail advertising for him.

"Meanwhile, we bore patiently with the customer from the credit standpoint, knowing that he was taking our advice to heart and was following a plan that would set him on his feet.

"As with the credits, so with the adjustments. Generally before turning down a requested adjustment the matter is taken up with this department personally. Recently a pair of shoes was returned from a dealer, claimed to be defective. The adjustment manager found the claim not justified—the shoes had been burned—and ordinarily would have written a letter accordingly. However, on taking it up with me I found this was the first claim the dealer, whose account was of long standing, had ever made. Of course we allowed it. No doubt the dealer thought his claim was justified. A turndown on a case like this, while it might save \$5 on the adjustment, might cost \$500 on the sales account."



*There Is Money
For You In The*

**“CHILDREN’S SHOE”
LINE**

Shoes that are made and priced as we make and price ours are certain money-makers for the dealer.

Such moderate prices for such well-made attractive footwear place the line in a class by itself for popular selling, quick turnover and profit.

For those value demands of to-day that are hard to fill, use the Children's Shoe Line. Our samples offer you real saving opportunities in your Summer buying.

*McKAYS and IMITATION WELTS for WOMEN, MISSES,
BOYS, YOUTHS and CHILDREN*

CHILDREN’S SHOE MANUFACTURING CO., Reg’d
37 Colomb St., Quebec

*The Leading Sellers
In Sport Shoes*

No stronger assurance of Sporting Shoe Sales can be had than a good stock of Samson Hockey, Football, Baseball and Ski Boots. The superior features of these shoes result in such satisfactory wear service that sportsmen everywhere will accept no other.

The keenest buyers will find shoes and values exactly to their liking in Sampson Staple Lines. See them now for Summer and Fall.



*A complete line of McKays
A leading line of Heavy Staples
Unequalled Hockey & Football Boots*

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

Ethics of Retail Trade

The right and wrong of business.

IN former days the term "caveat emptor" or "let the purchaser look out" summed up the relation of buyer to seller, and the principle "get while the getting is good" which was frankly adopted in most business transactions, gave the seller right to exact "all the traffic would stand."

To-day, however, trade is upon a much higher plane and the modern business man is compelled to face every day the question "is it right?" rather than "is it politic?" In commerce thus, as in church, professional, and social life there is the unwritten as well as the written law, that challenges the right of the individual to do as he pleases where his neighbor's rights or interests are concerned.

The merchant of this age must not only give value according to law, but has to live up to a standard of morality that regulates his relationship to his customers, his employees, his creditors and all who come in contact with him.

A Store Not a Trap

The late John Wannamaker, that great apostle of retail merchandising was fond of saying "A store should not be a trap." This apt phrase comprehends fully the general scope of ethics in retailing and should form the foundation for store policy. The nearer a retailer can come to convincing the public that his premises are free as air and his wares good at any time for the money paid for them, the greater will be his chances for success.

The golden rule is not in question any longer in modern retailing. The store that would succeed must put itself four square in the place of the buyer and the principle "money back if dissatisfied" is not merely good policy, but established ethics. A dissatisfied customer, even if quite in the wrong, is a heavy liability to any concern. How much more is this so when he or she has a genuine grievance. This question is too often handled as though it were a remarkable concession to refund money to customers when goods are returned in perfectly good condition.

Fake Sales and Advertising

For a long time the fake sale and crooked advertisement held their places alike to the detriment of the legitimate dealer and the innocent purchaser, but in this country and in the United States to-day the business faker is taken care of by legal enactment, and although these cases are not always followed up as they should, the law has created a wholesome fear in the hearts of those who would prey upon the unsuspecting or gullible public. With merchants, themselves, many of the practices that were in vogue half a century ago are now discredited and "scalawag" merchandising is confined largely to adventurers who keep within the letter of the law while operating their nefarious schemes. The "sacrifice", "fire" or "going out of business" sale now provokes a smile on the part of the great majority of the public, while the regular retailer gives them very little attention. Nevertheless there is enough of this kind of thing still to disturb business to some extent.

Honorable Goods

The question of a merchant's responsibility for selling cheap, trashy goods naturally arises, and the

position is taken by some that the price justifies the sale. In other words, what can a buyer expect when he pays an abnormally low price for a pair of shoes or a suit of clothes. Nevertheless, the question presents the problem,—should an honest man sell shoes with pasteboard insoles or composition heels or take a customer's money for shoddy clothes under any condition? Sometimes the question arises in this connection—should a man tell customers exactly what they are buying? Is a merchant under obligation to tell a customer that he is getting sheepskin instead of goat or cotton instead of wool? The straightforward merchant will have no hesitation in such cases. The old expression "let the buyer beware" will not relieve him of his responsibility as a modern merchant. It may be a delicate question just how far the principle should be carried but there is no man with a desire to live up to the commonest standard of honesty who does not realize that he must be ready to tell the truth, the whole truth and nothing but the truth about his goods, whether in his advertisements or his store.

As to Competitors

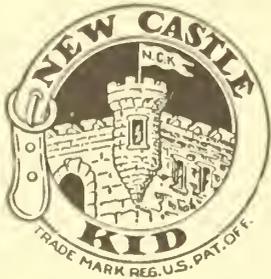
A man who is perfectly just and upright towards his customers and friends may sometimes be found acting unfairly towards his competitors. A merchant who could not fit a lady with a pair of shoes such as she wanted recently, told her she might get them at a competitor's a few doors down the street. The customer replied she did not care to trade with the particular store mentioned, so the merchant undertook to get the shoes for her. To his utter surprise his fellow merchant refused to let him have the goods, with the result that he had to disappoint the customer. He induced her to wait, however, and procured the shoes from the nearest jobber in a few days. But what may be said of such churlishness as that revealed by this incident? It was bad policy as well as bad ethics, for the lady no doubt advertised the dealer amongst all her friends to his disadvantage. The same law applies to "knocking" one's neighbor, and working against him in buying arrangements and so forth. There are men who if they spent more time endeavoring to perfect service in their stores would have less to devote to wretched schemes to injure their competitors.

As to Business Obligations

No man who expects to be regarded as honorable should neglect those little things that are often infinitely more effective than big ones in revealing character and establishing reputation. The man who orders a large bill of goods in order to get a low price, cancelling half of them later, is not "straight." Neither is the man who gets an extra discount on leading the salesman to believe that he will order a certain amount of goods during the season. There are merchants who would resent strongly being called dishonest who a dozen times a month take petty advantage of the house that sells them goods, comforting themselves with the thought that the latter makes enough out of them, and that competition is too keen for them to resent their action. No doubt there are faults on both sides, but it is up to the merchant or manufacturer to keep his skirts clear of the imputation of unethical business methods.

As to Travellers

There may be times when a merchant feels like running a mile from anyone with goods to sell, and there are perhaps some men on the road who inspire anything but confidence and kindness of spirit on the part of those upon whom they call. Nevertheless, it is up to the business man to show himself courteous



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. Inc.

New York

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

and above board. The trade owes a great deal to the travelling salesman in many ways, but apart from this he is entitled to consideration and fair treatment. His time is valuable, notwithstanding what others may think, and he is only right in expecting to be treated seriously and with candor. It is bad policy as well as bad ethics to regard him as some buyers seem to do. The man who gives a traveller an order to get rid of him, intending to cancel it all or in part is guilty of dishonesty as much as though he claimed falsely longer terms, larger discounts or lower prices on the goods bought. If you believe a traveller or his house is unreliable give him both a wide berth but do not make that an excuse for mistreating all those who open up an order book in your store. A merchant can do more to damage his reputation by his attitude towards travellers than in almost any other.

As to Employees

It is sometimes right here that a shoe which is easy in other respects develops a little tendency to pinch. Plenty of men who are just to their creditors and competitors, decent to their families and perfectly en rapport with their fellow citizens, are a little lax in their ideals or duties to their employees. One of the important essentials in a retail business is whole hearted loyalty on the part of the help towards the establishment. This is often hindered if not destroyed by the attitude of the head of the concern to his subordinates. The foundation of loyalty is respect and confidence. If you are not a man in every sense of the word your employees will soon find it out and you will lose their enthusiastic co-operation. If you are niggardly or unreasonable in your demands upon them they will feel it and show resentment in the quality of their service. If you are an employer of men it is your duty to see that they are adequately paid for their services. It is also your duty to see that their duties are made so pleasant as well as so obvious that you can secure their utmost support. If you have a clerk who does not respond to human treatment let him go and put every man in your establishment in a position to be enthusiastic in regard to the store's goods and its methods.

It is Up to Us.

We all have a three fold responsibility in this world, to ourselves, our neighbor and to the powers that be. Let each of us make sure of the close of each day that we have done valiantly in the sight of God and man. Let us do by our neighbor what we would that he should do to us. Let us learn to curb the selfish spirit that finds expression in undue aggressiveness of tongue and hand. Let us encourage neighborliness with our competitors, as well as our neighbors bearing in mind the example of the Samaritan who gave time, money, thought and patience to the wounded Jew who hated him. Above all let us treasure a conscience void of offence toward God and man, so that the close of the day will bring that calm repose of soul that is better than any gain that can come through business smartness or selfish looking after the "main chance."

Mr. W. D. Van Roden, treasurer of the Beckwith Box Toe Co., Sherbrooke, Que., accompanied by Mr. Alex Davidson, of the same firm, spent some time recently in Montreal calling on the trade.

Mr. Geo. A. Fortin, formerly of the Blachford Shoe Mfg. Co. Limited, Toronto, has been appointed superintendent of the Guardian Shoe Co. Limited, a new concern which is operating in Quebec City. Mr. Fortin is well and very favorably known to the trade throughout the Dominion.



for
White or Gray
Shoes

The most wonderful pocket convenience
for marking over soiled spots

Chemically perfected to clean instantly.
As the stick wears down it can be easily
projected from the sanitary holder by
pushing up on the metal disc at the bottom.

\$1.25 per doz. White or Gray
Display carton of 6 doz. \$7.50



The E. T. Gilbert Mfg. Company
ROCHESTER, N. Y.

Beating the Summer Slump

*No need to wait for customers—
Follow in footsteps of other ag-
gressive retail merchandisers
whose plans are outlined below.*

By Ernest A. Dench

Saturday vs. Monday Closing

SOME stores follow the policy of closing all or part day Saturday during the summer months. The May Company, Cleveland, Ohio, closes all day Monday in July and August.

May's figure that people are more in the buying mood on Saturday, what with heavy pocket books and the half holiday. Monday is generally the quiet day because people are tired out from their Sunday exertions on the beach or out in the country.

The Saturday closing, for one thing, was introduced to give the saleshelp plenty of chance to rest up over the week-end during the dog days. But seeing that they have Sunday and Monday, under the May arrangement, aren't these days just as satisfactory? May's think so.

People passing May's establishment any Saturday last July and August were confronted with a large sign in their vestibule. This was cut-out of beaver board to resemble a traffic sign at a street crossing. The sign indicated "Stop". The text matter at the side announced:

"Store closed Mondays during July and August."

This cut-out was about six feet high by four feet wide. Another announcement that caught the eye was the following window streamer:

"This store closed to-day in order to give our employees a double holiday, Sunday and Monday during July and August."

Vacation Sale A Timely Event

Another way to stimulate business is by a Vacation Sale. This should have a legitimate excuse for its existence, for a cut in prices is not sufficient. Marshall's, Cleveland, Ohio, had the broader appeal in mind by confining such a sale to articles necessary for holiday use. At the front center of the sale window was a card worded in this vein:

"MARSHALL'S VACATION SALE

The very things you need right when you need them."
Holiday sale suggestions were displayed both on pedestals and about the floor space in neat array.

Seasonable Souvenir Advertising

A judicious summer advertising appropriation should include seasonable souvenirs. These form a good advertising investment.

Goellner's, Buffalo, N.Y., presented a free fly swatter to every person asking for one. The name and address of the store was printed on the wooden handle of this inexpensive swatter. This offer was given window display publicity, with a few of the swatters grouped around the sign heralding the offer.

The Japanese Fan Offer

Johnson and McCormick, St. Thomas, Ont., Canada, offered a Japanese paper fan with every purchase of one dollar and over. This offer was effective on any Friday or Saturday during July and August and thus encouraged week-end buying. One of the fans was attached to each side of the newspaper advertisement

in which the offer was announced. The advertisement was pasted on the window glass.

Co-Operative Advertising Campaign to Offset Summer Dullness

We think it a mistake for retailers to confine their co-operative advertising campaigns to the autumn, winter and spring seasons. The one season of the year when business drops off for both natural and artificial reasons is the time when something more than a gentle laxative is needed. You never hear of a doctor neglecting his patient because he is on the verge of dying. Why, then, neglect business when it is in a dying stage to a greater or less extent?

Down South, at Eustis, Florida, the merchants last summer maintained trade in a highly satisfactory manner. How? By an aggressive co-operative advertising campaign. Merchants forgot all petty differences, business rivalry was absent, in the effort to get people in the buying habit and to tap an increased trading territory.

The merchants of Eustis, Fla., got together by conducting a co-operative newspaper campaign. The local newspaper entered heartily into the scheme, giving many columns of editorial space to the same.

The merchants agreed to reduce prices on non-competing lines on Saturdays during the summer. Their ads. were grouped on two pages of each issue of the local weekly. Different offerings were presented each Saturday.

All Took Same Newspaper Space

Each advertiser took the same space so that no one had an advantage over his competitor. Twenty squares, $4\frac{1}{2} \times 4\frac{1}{2}$, with attractive fancy type borders, contained the advertisements. At the central top of the page, in a $9'' \times 9''$ space, the editor made his say each week.

These editorial preachments were good. The first week a general resumé of the sales offers was given. The second week the excellent results of the first Saturday were dealt with, with an invitation to come the following Saturday. The third week, under the caption of "Do You Know Who Pays for Your Advertising?" it was shown that the unwise patrons of the store that is NOT advertised are the persons who pay for advertising. The story of William Wrigley, Jr., the chewing gum magnate, what he pays for advertising, and his apt reply to his friend who remonstrated with him for wasting so much money, formed the gist of the editorial squib the fourth week. The fifth week a sermon was given on the wisdom of being informed, and, of course, the injunction implied, that in order to buy wisely, one necessarily must inform himself as to the best bargains by studying advertised offers. The editorial comment the sixth week again reviewed the sales, extending further courteous invitations to patrons.

Tapping Trade All Over Country

Shoppers flocked from all over Lake County. Although Eustis is surrounded by other prosperous towns with hard surface roads, the co-operative campaign attracted business from a larger area than was thought possible. The newspaper editor is responsible for this statement. "The owner of an automobile from a remote section of the country had calculated the cost of gas, oil and wear and tear on his machine and discovered that, including this expense, he had saved several dollars on purchases he had made during the day."

This plan worked all to the good of Eustis, Florida. Given similar conditions, if entered into with the heartiest co-operation, such a plan will succeed in any country town.

With The Shoe Manufacturers

Standardization of Shipping Cases.

The Shoe Manufacturers' Association of Canada has officially approved of a list of standard sizes for shipping cases, conditional upon the fibre and corrugated box manufacturers agreeing to give a special discount of 5% on orders of standard sizes.

The Executive Committee of the Association passed a vote of thanks to Mr. Louis Daoust for his work in connection with the standardization project, which now seems to have been brought to a state where it will be of practical advantage to most of the shoe manufacturing firms.

The Association will prepare a list of the manufacturers of cartons allowing the 5% discount on standard sizes, and also will advise members of the names of manufacturing companies which will agree to give a similar discount on standard sizes of shipping cases.

Minimum Wage Regulations.

The Ontario Minimum Wage Board is about to issue a schedule of minimum wage rates applicable to female workers in boot and shoe factories, as well as in leather working factories other than the above. The Shoe Manufacturers' Association of Canada has been watching developments closely, and a conference of the Ontario manufacturers with the Minimum Wage Board was held recently.

Statistics of Shoe Production.

At the request of the Shoe Manufacturers' Association of Canada, the United Shoe Machinery Co., of Canada, Limited, is working on a plan for monthly statistics of the production of boots and shoes in Canada.

Shoe Trade Credit Bureau.

In the still further development of the Credit Service of the Shoe Trade Credit Bureau, consideration now is being given to the proposal of a Collection Service. A committee of manufacturers has been appointed to draw up plans in this connection and submit a report to the Executive Committee. The committee appointed consists of the following:

Montreal District—Mr. L. P. Deslongchamps, Mr. John Myles, Mr. A. Jeannotte.

Toronto District—Mr. J. A. Walker, Mr. G. W. McFarland, Mr. Geo. A. Blachford.

SHOE AND LEATHER DISPLAY AT CANADIAN NATIONAL EXHIBITION.

The Exhibition Committee of the Shoe Manufacturers' Association of Canada has reserved a space of 52 booths for this year's display of Canadian Made shoes and allied products at the Canadian National Exhibition. Of these 52 booths 50 already have been allocated and the Committee now is awaiting definite advice from other firms which already have been in correspondence with it with regard to the remaining two booths. The Committee are supplying small stickers advertising the style show, which have been sent to those exhibiting, and it is also asking the co-operation of the retail trade in arranging special window displays featuring the products of the companies participating in the shoe exhibition.

In this connection special window cards are being provided.

MINIMUM WAGES FOR SHOE FACTORIES

Institution of a minimum wage scale applying to women and girls in all boot and shoe factories in Ontario and also applying to women and girls working in all other leather goods establishments, such as saddle and harness makers, was announced by the Minimum Wage Board. The minimum scale becomes effective in about two months.

The wage scale set as the minimum for women in boot and shoe factories and leather establishments is as follows:—Experienced worker, in Toronto, \$12.50 per week; in other larger cities in Province, \$11.50 per week; in cities and towns ranging from 5,000 to 30,000 population, \$11.00 per week; in towns and villages of less than 5,000 population, \$10.00 per week. For inexperienced adults, that is, 18 years or over, the wage will be, in Toronto, \$10.00 to start, after six months, \$11.00, and after one year, \$12.50. In smaller cities the starting wage will be \$9.50; in places of less than 30,000, \$9.00; and under 5,000, \$8.00. No girl under the age of 18 will be paid less than \$8.00 to start in Toronto, reaching wage of \$12.50 in 18 months' time. In other cities the minimum for girls to start with will be also \$8.00; less than 30,000, \$7.00, and places under 5,000 population, \$6.00.

\$15.00 for a Slogan

The shoe trade should have and could use a national slogan as effectively as any other industry. A slogan, short and to the point, that could be used by the tanners, manufacturers, wholesalers and retailers from Halifax to Vancouver. The slogan the trade wants is something short with a swing to it. It should create the desire to own shoes and more shoes, to increase the per capita consumption, thereby enlarging the yearly volume of sales. If the per capita consumption could be raised to five pairs it would be a splendid increase in business for the whole industry. One of the best ways to attain this objective is to keep before the public a national slogan, hammering at the advantages of good shoes at all times. The slogan of the Paint and Varnish Association "Save the surface and you save all" has sold gallons and gallons of paint and varnish, that under ordinary circumstances would never have been sold. "Say it with Flowers" has built up a wonderful sales increase for the florists just because picking on the one idea they drove it home for Keeps. One cannot think of flowers or paint without thinking of their trade slogans. It should be the same with the shoe trade. The individual slogan for each shoe retailer is not going to do much for him while a national one in every store, and each one backing the other one up, will do wonders.

The Shoe and Leather Journal is willing to offer two prizes for the two best national slogans, suitable for the purposes expressed above. First prize \$15.00, second prize \$10.00. The contest will close September 1st, 1923. Send as many attempts as you like, but keep each one on a separate piece of paper, the slogan on one side, and your name and address on the back. Send all replies to the "Slogan Editor", Shoe and Leather Journal, 545 King St. West, Toronto.

Among The Shoe Men



Mr. Thomas Hazelton has opened a shoe repairing business in the Purcell Building, Arnprior.

Mr. Alfred Lucas has opened an up-to-date shoe store on West Main St., Galt.

Mr. Alf. Marshall, of the Sterling Shoe Co., London, has returned to headquarters after a month's trip through Manitoba and Saskatchewan.

Mr. Benjamin Timms, of Mitchell, for thirty-five years a shoemaker in that town, died recently at the age of eighty-two.

The softball team of Valentine and Martin hold first place in the Waterloo softball section.

The store of the H. B. Sure Shoe Co., Hamilton, was damaged by fire to the extent of several thousand dollars, a few days ago.

R. Dack and Sons, Limited, of Toronto, recently held their fourth annual picnic to Queenston Heights.

Mr. T. Y. O'Neil, assistant sales manager of the Miner Rubber Co. Limited, was in Toronto, calling on the trade, during the latter part of June.

Mr. H. B. Shaw, secretary-treasurer of the Miner Shoe Co. Limited, Montreal, was a Toronto visitor recently.

Mr. Stan. Bryant, London branch manager of the Miner Rubber Co. Limited, was in Toronto, in the interests of his firm last month.

Mr. G. W. McFarland, of the Williams Shoe, Limited, Brampton, Ontario, paid a flying visit to Montreal on business recently.

Mr. J. G. Settle, of the Murray Shoe Co., London, has opened his sample room at the Queens' Hotel, Toronto.

Mr. "Jim" Lowther, of the Hartt Boot and Shoe Co., Fredericton, has a sample room at the Queens Hotel, Toronto.

Mr. Peter Doig, of the Tetrault Shoe Co., was in Toronto, recently on a short business visit.

Mr. H. McKeller is showing Oscar Rumpel's lines at the Queens Hotel, Toronto.

Mr. W. H. Myers, of La Parisienne Shoe Co. Limited, has a sample room at the Queens Hotel, Toronto, showing the latest Parisienne offerings.

Mr. G. M. Savage, of Clark Bros., St. Stephens, is at the King Edward Hotel, Toronto, where his sample room is located.

Mr. J. E. Knott has a sample room at the King Edward Hotel, for Getty and Scott, of Galt.

The motor car of Mrs. A. R. Clarke was completely wrecked when her garage at Oakville was destroyed by fire recently.

Mr. F. L. Lashbrook, representing Getty and Scott, of Galt, has a sample room at the King Edward Hotel, Toronto.

Ed. McKenzie Limited, Saskatoon, recently donated a pair of Slater shoes to the player making the largest hit at the Pennant baseball tournament.

Daoust, Lalonde and Co. Limited, are making extensive alterations to their offices and stock room, situated on Victoria Square, Montreal.

Mr. H. Frechette, of Canadian Footwear Limited,

Montreal, spent a few days with the Toronto and Ontario trade, showing his new line of samples in McKays, welts and turns. The best of the latest ideas in patterns and combinations are embodied in the range for immediate and fall selling. Straps, single, double, cross and oxfords are the basis of the styles shown, with elastic gores on some samples. The company is following the policy of working out the newest ideas that appear, in a manner that allows of wide variation in patterns and combinations, and getting them out to their trade fast.

The trade in general will be sorry to hear of the death of Mrs. Melinda Elizabeth Beardmore, widow of the late Walter D. Beardmore, who died in Ottawa on June 20th., at the residence of her daughter. The funeral took place from the residence of her son, Mr. W. W. Beardmore, Toronto, to Mount Pleasant Cemetery.

The case of the Empire Shoe and Slipper Co. Limited, Toronto, who desire to purchase the defunct Courlay Shoe Company's plant, in Collingwood, and to raise a loan from the town of Collingwood was discussed at some length before the town council recently. No decision, however, was arrived at, and it was left over to the next meeting.

Mr. Philip Berenbaum, of the B. and M. Shoe and Slipper Co., Toronto, is the proud owner of a Durant "Sport Model". Mr. Berenbaum intends shortly taking a well earned holiday following a strenuous season's business.

Mr. J. E. Samson, of Quebec, was a recent visitor to Montreal on business.

The Norfolk Shoe Company, of Tillsonburg, has commenced building operations for their fine new plant.

Mr. Nathan Cummings, shoe wholesaler and manufacturer, of Montreal, has established a permanent sample room in Room 46 Yonge St. Arcade, Toronto, in charge of Mr. C. A. McKim, who was formerly with the Regina Shoe Co. Tut sandals, bamboo suedes, are being shown in all the latest strap, button, buckle and cut out effects together with white canvas, white and combinations, and bare-foot sandals for women. Mr. Cummings, who made a flying trip from Montreal last week to meet his many friends in the trade, reports business good without any "ifs" and "buts."

A pretty wedding was solemnized recently at the home of Mr. and Mrs. J. W. Hewetson, of the J. W. Hewetson Shoe Co., Brampton, when their third daughter, Vera Mildred, became the bride of Albert Grenville Davis. After the ceremony, which was conducted in the presence of only the immediate relatives, the bride and groom motored to Toronto, spending their honeymoon on the boat trip from Sarnia to Duluth. They will reside in Brampton. The Shoe and Leather Journal joins the trade in wishing the happy couple the greatest of success.

Mr. James Chalmers, of the Chalmers Shoe Store, Shelburne, died recently in his sixty-second year.

The many friends of Mr. and Mrs. Gordon T. Beardmore will join us in congratulating them on the birth of a son at Beverley House, Acton, Ontario, on Friday, June 22nd.

Mr. B. Smith, shoe merchant of Havelock, is endeavouring to change his credit business to a cash business. Newspaper advertising is being used in this attempt to educate the public.

The Silver Footwear Co., Toronto, suffered several thousand dollars' damage when fire, of an unknown cause, recently broke out in their warehouse.

Mr. W. Edwards, of Edwards and Edwards, Toronto, was a recent visitor to Kitchener.

Mr. Jimmy Bryant, of the Kaufman Rubber Co., Toronto Branch, left Toronto on July 1st. for Keswick where he will spend his summer vacation.

Mr. Charles A. Joslin, of the Panther Rubber Co., Sherbrooke, Que., visited Toronto recently in the interests of his firm.

THE DEATH OF MR. THOMAS DUFRESNE.

Another noted figure in the shoe trade and in public circles of Quebec, has passed in the death of Mr. Thomas Dufresne, founder of the Dufresne and Locke, of Montreal. The sympathy of the trade will be extended to his sons, Messrs. Oscar and Candide, who are actively associated with the business.

The late Mr. Dufresne, who was sixty-eight years old, had not only been successful in commercial life, but found time to serve his community and country in many ways. Originally in the grain business, he entered the shoe field about thirty-five years ago in connection with the firm of Pellerin and Dufresne, which afterwards became Dufresne and Locke.

In early years he served as mayor of Yamachiche where he was at the time located. Later he became interested in colonization of the Province of Quebec. His charitable interests were also wide, and he was a life governor of Notre Dame Hospital.

He is survived by Madame Dufresne, four sons and a daughter, Mme. Gaspard Renaud.

MR. A. A. BRADLEY ELECTED PRESIDENT

Mr. A. A. Bradley, secretary-treasurer of J. & T. Bell, Limited, Montreal, was unanimously re-elected President of the Quebec Division of the Canadian Credit Men's Trust Association for another year, at the annual meeting of the Association held on June 21st., at the Windsor Hotel, Montreal. Mr. Bradley's re-election is due to the fact that during



his year of presidency the Quebec Division of the Association has enjoyed the most prosperous year in its history. The Association has taken into membership seventy-two firms in the Province of Quebec and has handled a large number of important insolvent estates. In fact it has during the past year handled over six hundred such cases and has collected for creditors over \$3,000,000. Mr. Bradley is to be congratulated upon the progress the Quebec Division has made during his tenure of office, and under a continuance of his direction another successful year is looked forward to.



Mr. John McEntyre, Montreal



Mr. H. T. Cobb, Montreal

Three of the Representatives of Edwards & Edwards, Ltd.



Mr. Alf. Puncher, Kitchener

DEATH OF GRIFFITH B. CLARKE.

In the passing of Mr. Griffith B. Clarke or "Griff," as he was more widely known, Canadian Leather and Shoe circles lost one of their most genial and popular members of the younger generation. Coming from a family of leather men, "Griff" was brought up in the business, and his thorough training caused him to be highly regarded as a leather man, quite aside from his personal characteristics and ability to make friends.

To the general public he was widely known as a patron of sport. He took a keen personal interest in motor boating, and his series of "Leopards" were well



known on the Great Lakes. He patronized football, baseball, rowing, hockey, lacrosse and other sports, donated numerous trophies to stimulate competition, and took an active part on the executives of several organizations.

He was born in Toronto in 1890, and was the son of the late A. R. Clarke, who lost his life in connection with the sinking of the Lusitania.

F. X. LASALLE & FILS OPEN NEW BRANCH.

F. X. LaSalle & Fils, well known shoe retailers, of Montreal, with stores on Rachel St., and St. Catherine St. East, have recently opened another branch store on St. Catherine St. West, corner of McGill College Avenue. This store gives the firm one of the choice locations in the uptown shopping district. Considerable improvements have been made to the interior, and its harmony of decoration and fittings and its splendid layout creates a most pleasing appearance, which together with the attractive store front makes it a very inviting place for shoppers.

Although the store has been opened only a few weeks and selling arrangements have not yet been fully completed, the firm report that business has been very gratifying, and when their plans are put fully into effect hope to make this new branch a successful shoe retailing establishment and a credit to the trade in Montreal.

**English
Leathers
Box and
Willow
Sides**

**The best from
the old country**

THOS. REARDEN & CO., LTD.
BROCKLEY LEATHER WORKS
LONDON, E. 4 ENGLAND

Drawings
for
Shoe
Advertising



HANDELAN and STAFF of ARTISTS
SHOE CUTS



Woods Building Chicago

Mention "Shoe and Leather Journal" when writing an advertiser

Montreal Conditions

Notes from Shoe and Leather Circles in the Metropolis.

The prediction made by most shoemen all along that once bright warm days came to stay for a while shoe selling would take a noticeable increase, is now being realized, judging from the more optimistic reports one hears on visiting many of the shoe retailers of Montreal. Sales in some stores during the past couple of weeks have been quite gratifying, and these encouraging reports being almost invariably followed by the statement "it's about time" shows that sales totals being recorded these days have not been reached for many a day previous. White shoe selling has not yet struck its stride, but merchants are hopeful of good immediate business in these lines and are pushing them in displays and advertising. Some very pretty patterns in canvas and buck are being shown, also in combination with patent or with bright color trimmings. Straps, particularly one straps, seem to be in strongest favor, although oxfords are also in demand. In leather lines for women the lighter models in turns are getting most of the sale. Straps are as popular as ever, possibly more buckles than usual being bought, but the limited popularity of tongue effects seems to be receding. Cut out patterns are good sellers. Sandals are gaining quite a vogue, and in leathers of bright color, varied hues of blue, green and red, are stimulating sales in many quarters. In leathers patent continues to be a standby, but suede seems to be slipping into the background.

Sport shoes in both men's and women's are also helping out sales right now. The very light tans are selling best in these lines with darker brown trimmings, apron patterns are popular, and a fair percentage of sport shoe buyers are taking to the crepe sole.

Oxfords are of course just now figuring largely in men's shoe business. Browns are probably most frequently being picked, but blacks are coming stronger particularly in higher priced lines. Most merchants are predicting blacks to be the leader for Fall. The patterns are for the most part rather plain, brogue effects do not seem to be going so well, while lasts with the medium square toe are meeting a good demand.

Manufacturers.

A look into the manufacturing plants in Montreal and Quebec does not reveal any very startling change in conditions in the trade. Some makers of women's lines have been following up their visit to the New York Style Show by bringing out some new style creations, but it is mainly in the novelty lines that any very great activity in manufacturing is being shown, although some of the staple factories are hitting up a pretty good output. While it is generally speaking only a slight improvement in conditions that can be felt, manufacturers are quite unanimous in the opinion that a few weeks will see shoemaking take on a much livelier aspect. Mid-summer buying by wholesalers is never very heavy, and this coupled with the fact that wholesalers seem to be persistent in waiting for lower prices, has cut down wholesale buying to what the manufacturers think is the irreducible minimum. Some manufacturers who supply Western Houses remark that this disinclination to buy on the part of the wholesaler is particularly strong in that territory.

Some manufacturers of white goods, as well as wholesalers, say that their white lines are pretty well sold up. Other wholesalers who bought on a more extensive scale are still pushing for white shoe business. That the manufacturers have every confidence in the future is shown by their plans for Fall. As to styles they look to see take the most prominent place, they favor strap effects, the wide one strap leading, cut-out patterns too are favored, and they look for a general preference for higher heels. Some manufacturers hazard the opinion that the longer skirts, in addition to increasing the vogue of the higher heels, will also bring back into a measure of popularity the high cut boot, but few share this view.

Among the leather men varied degrees of activity are reported. The sole leather market is unsteady, although prices are holding, in face of the fact that very few shipments are being made. Some tanners of calf and sides are supplying a few fairly busy factories, and bigger immediate buying is looked for.

Dealers in shoe fabrics, satins and brocades report a steady demand for these lines, and satins are predicted a leader for Fall. One leader is showing some very new and attractive imported French productions in shoe fabrics—a tinselled cloth in beautiful patterns in both silver and gold.

HOTEL

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400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
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J. J. McCarthy, Pres. **THE ESSEX HOTEL COMPANY** T. A. McCarthy, Tres.
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BOSTON, MASS.

LOUIE'S NEW SHOE STORE.

A new departure in shoe retailing in Montreal has been started with the establishing of Mr. Louie Adelstein's new store at 224 St. Catherine St. West, just east of Bleury Street. This new store is an exclusive men's shop, featuring the well-known brand of "Louie's Character Shoes", and among the unique features are a six, seven and eight dollar price scale, and a system of featuring style number as well as price on all shoes displayed with the idea that the customer will thereby pick out the style that catches his fancy and on entering the store ask for it by number. This medium price limit, combined with the style numbering scheme which makes the selling service quicker, more efficient and therefore more economical, is the means Mr. Adelstein is using to carry out his policy of working on a close margin of pair profit. It is a question of service and turnover resulting in better values. Display cards in the windows and store point out the object and advantages of the system. One says, "YOU WILL HELP ME GIVE MORE EFFICIENT SERVICE BY SELECTING THE SHOE YOU LIKE BY STYLE NUMBER". Another card reads, "A VAST NUMBER OF SALES AT A SMALL PROFIT RATHER THAN A SMALL NUMBER OF SALES AT A LARGE PROFIT".

Mr. Adelstein reports that the scheme, although new in Montreal, is taking hold well. It is estimated that around 35% of the customers entering the store ask for a shoe of a certain number. It will be seen that in such cases all question of style, price, etc., is decided before the customer enters and it only remains for the clerk to do the fitting. There is of course the possibility that a model may be picked which is unsuitable for the person's foot, in which instance it is then up to the clerk to tactfully correct the customer's judgment.

The store is attractively decorated and well fitted up, the color scheme throughout being in brown. The store front with the door in the centre allows two spacious display windows, and inside there are four panel display cases in the walls in which shoes can be featured to splendid advantage.

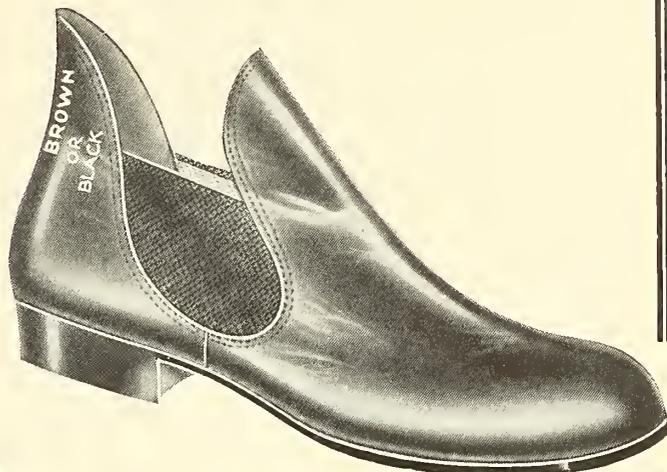
WHOLESALE'S SAMPLES.

The following is issued from the office of the Shoe Wholesalers' Association of Canada:

"Not infrequently in the past wholesalers have made their mid-summer visits to the factories in Montreal and Quebec, for the purpose of inspecting samples for Spring, at a time when principals of the manufacturing firms have been away. This year many of the manufacturers are planning to attend the Styles Show in Boston during the week of July 9. We have reason to believe, however, that most of them will be at their places of business the following week—week commencing July 15. We are asking that as far as possible they arrange to be at their offices that week and to have their new samples as complete as possible.

"We suggest also that wholesalers defer their trips until that time. By following this suggestion so far as they may find it convenient, the wholesalers will be assured of better service than if they made earlier trips; the manufacturers will have a little more time to complete their new samples."

ROMEO SLIPPERS



An easy fitting slipper with flexible McKay Sewn soles, best quality Black or Chocolate Dongola or India Kid. This is a dependable B & M line of worth while value.

Write or wire for samples

Jobbing trade a speciality

B & M. SHOE & SLIPPER CO., Ltd.
126-128 GARDEN AVE. - TORONTO.

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Three Types of Shoes

Distinguishing various classes of footwear—Method used in manufacturing McKays—Difference between imitation and Goodyear welt.

THE retailer or repairer cannot know too much about shoe types and construction. It is, therefore, of value for him to brush up his knowledge on these questions from time to time. In the following article a brief outline covers the construction of three standard types, the McKay, the turned shoe, and the standard screw. The Goodyear welt shoe will be treated separately in a later article.

The McKay was the first shoe to be sewed by machine. The machine was invented by a man named Blake, and for a long time was laughed at by the old time shoe manufacturers, but about the time of the Civil War shoes were needed to supply the American Army in large numbers, much faster than they could be supplied by hand, and a few manufacturers then began to use the McKay machine, then controlled by Mr. McKay, who at that time manufactured them. He did not sell them outright, but leased them to manufacturers, who paid a royalty by buying stamps from him, and attaching them to each pair sewed by the McKay process.

Construction of McKays

In the construction of the McKay shoe an iron bottom last is used, and on this last the insole is placed and attached temporarily with three or four tacks driven through the insole into the last through small holes in the iron bottom on the last. These tacks merely hold the insole during the process of lasting and are later removed. On some of the cheaper shoes the insole is held in place by the operator during the process of lasting, and the tacks left out.

The insole in a good McKay shoe is a piece of leather shaped out to shape of the bottom of the last. As the shoe is cheapened the insole is made of other materials. Sometimes a piece of strong heavy duck and a skiving of leather, or the duck and leather board are pasted together, and then in some of the cheaper McKay shoes and slippers the insole is made of leatherboard.

It can readily be understood that some of these materials are not conducive to good service or wear, but the McKay shoe with a good solid leather insole or a good canvas re-inforced insole is very serviceable.

The outersole of a McKay shoe is cut by a pattern slightly larger than the insole so as to leave extra material to come outside of the edge of the last and leave an edge to finish the shoe. The outersole is generally channelled on the bottom with a wide channel and a groove so that the thread may lay in the groove on the finished shoe. The upper or top of the shoe is made the same as every Goodyear welt shoe, only a little larger to allow an extra lap on the bottom for lasting. The upper is placed on the last and the counter or box toe of whatever material used is placed in position, then the upper is grasped firmly, pulled over the last, and tacked down firmly with short tacks which go through the insole, and clinch down on the iron bottom last. These tacks remain permanently in the shoe and are

driven all around the shoe until the upper is pulled down firmly to the shape of the last and held in place by the tacks. These tacks are one of the drawbacks of the McKay shoe. The outersole is next put on after a piece of wood or steel has been attached for a shank. The outersole is first attached by driving a few small headed nails inside the groove in the channel on the bottom of the shoe. The shoe is then allowed to set a short while so that the counters and boxes may dry out, then the shoe is ready to be McKay sewed.

The last has been removed and the shoe is placed on the revolving horn of the machine, bottom up. The needle of the machine goes in the groove of the channel through the outersole of the shoe, through the portion of the upper that has been lasted in, through the insole of the shoe and into the small hole in the apex of the horn inside the shoe. The hook on the needle grasps the thread that has been coated with hot wax by passing through the wax pot at the base of the horn and pulls the thread through the shoe in a sort of chain stitch that is repeated about three to the inch all around the shoe. Rubber cement is then put in the channel along the bottom of the shoe and when dried the flap of the channel is turned down and the channel closed. The shoe is then levelled so as to give a smooth bottom and finished in the ordinary way.

Imitation McKay Welts

In making the McKay shoe a number of different schemes are used to imitate a Goodyear welt. Sometimes a double sole or welt is used stitched all around the edge so as to look like a Goodyear welt. Others a light sole is stitched on by McKay and another sole is stitched by a Goodyear stitching machine. This shoe cannot be told from a Goodyear shoe on the bottom, but the inside of the McKay shoe always tells the story. The thread in the McKay shoe goes through the outersole and the insole, and remains on the inside of the shoe. The tacks are also clinched right through the insole and both the thread and tacks in order to give any comfort or to imitate a welt shoe must be covered. In the cheap shoes a covering is made of imitation leather, skivings or paper, and when the shoe is meant to sell to the consumer for a welt shoe, the thread and tacks are covered with a grain sole leather skiving that on a superficial examination would pass for a welt shoe and a smooth insole.

When buying shoes of this kind, or any kind of shoe that is represented as welted shoes, always look inside the shoe and lift the covering of the insole. In McKay sewed shoes you will see the telltale thread and tacks artfully covered.

The McKay is a good, strong, serviceable shoe if made of proper materials, but on account of not being smooth inside, it is not as comfortable as a welted shoe then the wax on the thread sometime draws tender feet and the large holes made by the needle in sewing on the sole are very apt to let in water after the shoe is worn a short while. The holes go in directly from the insole into the inside of the shoe and have a direct connection with the outside and the water passed in around the stitches.

The Turn Shoe

The turn shoe, while used many years extensively for house slippers, dancing slippers and theatre or evening wear has lately come into a greater popularity than it ever enjoyed, and is now being used extensively for pumps, slippers and shoes for street wear. The process of manufacturing this shoe is different from any of the other methods. The patterns used in cutting them are much the same as used in a Goodyear

welt for the outside of the shoe, but the lining is made larger in the heel and vamp portions, as this shoe is lasted and sewed inside out. There is no insole used in a turn shoe.

The outer sole must be of good quality and weight, as it is all that comes between the foot of the wearer and the ground, and must be very flexible, as it has to be turned inside out after the shoe is lasted and sewed. The outersole is cut by a pattern, slightly larger than the bottom of the last in the forepart and heel, while in the shank it is about the same width as an insole pattern of a welt shoe. It is made this way so as to have a little surplus leather around the forepart for an edge, and around the heel so as to make a good heel seat; the shank is narrow so as to make a nice close narrow shank as such a one is considered best and neatest on a turn shoe.

Construction of the Turn

The outersole is channelled on the flesh side. After all superfluous flesh or dirt has been removed, it is then run through a moulding machine which turns or moulds the edge of the outersole upward in such a way that the edge of the outer sole will come up around the edge of the last when the sole is laid on the last. After being thoroughly wet and tempered the outer sole is tacked temporarily on the last with the grain side next to the last. The upper is turned lining side out, the counter is thoroughly wet and put in place and the shoe is placed on the last and lasted with temporary tacks which are pulled out after the shoe is sewed. The box toe, which is generally of canvas, as a leather box is quite hard to turn, is put in and covered with box toe gum. Shellac is seldom used on boxes on turn shoes.

Skilled Workmen Necessary

The laster on this kind of a shoe must be a good workman, as he is making a shoe, one might say, blindly. The outside being next to the last, he can see nothing but the lining and he must last his shoes so that when they are turned, the tips will be straight, and the vamp lines, facings, seams and back seams must be straight or he will hear about it from his foreman.

After the shoe is lasted they must be taken and sewn immediately, so that they will not have time to dry before being turned. The shoes are sewed either by hand or machine, but usually by machines. The machine used is a Goodyear turn sewer or welting machine, the same as is used in sewing Goodyear welt shoes, only, there being no welt on a turn shoe, no welt guide is used and the machine is adjusted somewhat differently than if used for sewing welt shoes.

The turn shoe is sewed about three and a half or four stitches to the inch all around the shoe, through the lining and upper, and the channel on the bottom of the outer sole. In some factories the shoe is not sewed around the heel seat, but the latest practice is to sew around heel seat and all.

The laster or second laster now takes the shoe, trims off any extra surplus of lining or upper that remains above the seam, now pulls the last out of the shoe, and turns the whole of it right side out on a sort of dull steel blade set upright on the bench. The shoe is turned by force and strength, and the sole, counter and box toe must be wet and soft or the force required to turn the shoe will strain the seam or crack the grain on the outer sole and spoil everything.

The Finishing Process

The shank piece is laid on the bottom of the last and the last forced into the shoe again, liberal quantities of French chalk being used to help in the process. The linings are smoothed out by a long, narrow steel

blade being forced in, spreading the wrinkles or smoothing the linings. The toes and heel seat are pounded up to the shape of the last with a flat faced hammer and all wrinkles are smoothed out with a hot iron. The outer sole is now levelled with a small wooden maul or large flat faced hammer and the shoes are ready for heeling.

Heeling the Shoe

Various styles and shapes of heels are now used including wooden, leather and combination are put on. If a leather heel is used the shoes are heeled on the machine and finished up much the same as a welt shoe, the edge being lighter and no welt being used. This shoe can be trimmed very close to the upper and makes a very light and neat appearance. After the lasts are pulled, when the shoes have been through the finishing room, a sock lining covering the whole inside surface of the sole is put in. Underneath the sock lining on a first-class shoe is placed a filling or pad of light cushion felt, and in a cheap shoe a piece of cardboard is used for filling. When the sock lining has been put in, this shoe is perfectly smooth inside and very comfortable. For light, fine wear, where dress style, comfort and class are great considerations, the turn shoe is the best of all footwear, but where any kind of hard, rough wear is necessary the turn shoe has no place.

The Standard Screw Shoe

The uppers of the Standard screw shoe are made with the same lasting allowance as on a McKay and are lasted in the same manner, the lasting tacks used remaining, however, permanently in the shoe. The insole in this shoe must be of good weight, and should be composed of solid leather to be any good. A cheap combination canvas or leather board is absolutely useless in a Standard screw shoe. As this shoe is generally made into a strong working boot where heavy rough labor, combined with hard wear is required, the uppers and soles of the Standard screw shoes are generally of heavier, coarser material than used in the welt, Goodyear or McKay, and are made especially for service.

After the shoe is lasted the sole is attached temporarily with a few nails, then the lasts are pulled and the shoes are allowed to dry a short while. When dried sufficiently to hold their shape they are taken to the Standard screw operator who puts them on a horn attached to the machine. This horn goes inside the shoe and at the end has a slight disk wheel or tip, which clinches the screw wire as it is driven through the outer sole, the portion of the upper which has been lasted in, and the inner sole of the shoe.

The wire used on the machine is threaded spirally like a screw, and a mechanism on the machine turns the wire or screw around so that it is driven by the machine much the same as a screw would be put in with a screw driver by hand. These screws are driven around the shoe about three or four to the inch, including the heel seat as well as the forepart. The shoes are now levelled and heeled the same as the McKay and finished up in the same way.

Summary of Shoe Construction

The Goodyear welt for first class everyday wear is the best shoe made, for comfort and flexibility. The McKay for cheapness and for serviceable wear is a good shoe. The Standard screw for hard, rough wear is the best article. The turn for men's light house and dance slippers and for women's pumps and dress slippers is a very comfortable, light and serviceable piece of footwear.



Mr. E. J. Naylor, who has been representing the Myles Shoe Co. Limited, of Toronto, in British Columbia and Alberta, has now been appointed representative from Winnipeg to the Coast, with his office still in Vancouver. With nine years' experience in Saskatoon with Harley Henry, Limited, and F. R. MacMillan, Limited, Mr. Naylor is well known to the Prairie trade.

MANUFACTURERS AND THE NEW SALES TAX.

At a meeting of the Executive Committee of the Shoe Manufacturers' Association of Canada, the operation of the new sales tax, which becomes effective on January 1, 1924, was thoroughly discussed and the following resolution was carried unanimously:—

"THAT it is the judgment of this Committee that manufacturers of leather and felt boots and shoes should charge the sales tax as heretofore, as a separate item on every invoice to either wholesale or retail merchants; that for their own protection the manufacturers should see to it that all prices are quoted definitely on terms of sales tax extra; and that such terms be clearly set out on every confirmation of order and with every quotation given; and

"THAT members of the Association generally be urged to adopt such policy in regard to the sales tax after January 1, 1924."

The following considerations influenced the Committee in recommending continuance of the present system of selling on terms of sales tax extra:

Replies to inquiries as to the views of member firms indicated that, with a very few exceptions, members wished to continue the present practice.

It will not involve any change from the present practice, except in respect of the rate of the tax.

It will be the simplest procedure for the manufacturer and the most economical for the buyer, inasmuch as pyramiding will be avoided and no profit will be charged on the tax.

It will entail less difficulty for the manufacturers in case changes are made in the sales tax at a later date.

Manufacturers will be able to quote the prices at which they would sell their shoes if it were not for the sales tax and merchants will see the amount by which such price is increased by Government taxation.

It will tend to avoid unfavorable comparisons between prices in Canada and the United States.

TWO PROMINENT SHOEMEN ELECTED

Mr. M. A. J. Gauthier, of the Kingsbury Footwear Co., Limited, who has been a member of the Credit Men's Association for a number of years and who has previously acted on the Board of Governors, has again been elected to serve on the Board.

Mr. Green, Credit Manager of the Dominion Rubber System, and who has been with this house for over fifteen years, has been elected to the Board of Governors of the Credit Men's Trust Association. His appointment has given a great deal of satisfaction amongst the shoe and rubber footwear men of Quebec.

FRED H. POPE GIVEN ADDITIONAL EXECUTIVE DUTIES IN THE CANADIAN CREDIT MEN'S TRUST ASSOCIATION.

Mr. Fred H. Pope, Manager of the Canadian Credit Men's Trust Association, Quebec Division, has also been appointed Secretary-Treasurer of the Association. Mr. Pope is well known amongst the business interests of the Dominion, and previous to his appointment as manager of the Quebec Division, served on the head office staff for seven years, travelling Canada from Coast to Coast in the interests



of the organization. He is a son of Mr. F. H. Pope, shoe manufacturer, and is thoroughly conversant with conditions and problems in the shoe industry. He has also had thorough experience in matters pertaining to the retailer, having been salesman for a number of years in two of Winnipeg's largest departmental stores. Due to his wide experience and the careful study he has given to the subject, Mr. Pope is an authority on credit problems, and as such is largely responsible for the continued growth of the Association of which he is manager.

The Shoe Repair Man

On To Brantford

Ontario Repairers Headed For Telephone City for July 25th and 26th.

THIS is the day of organization. That shoe repairmen do not take a second place in that field is indicated by the success which has attended the Ontario Federation of Shoemakers and Repairers. Organized only two years ago it has been developed by a group of hard workers from Brantford, Hamilton, St. Catharines, Toronto, and other centres. This year, it is the turn of the Brantford men to shoulder the major part of the burden in working towards a successful convention.

The way they have taken hold is a matter for their congratulation. Steadily, since last summer, they have been working out their plans until this year's convention gives every promise of being the best ever. Of course, this could not have been done without the whole-hearted support of the members of the executive in points outside of Brantford.

The man who has not been actively concerned in work of that kind cannot appreciate the time, thought, and energy, required to formulate and carry out plans for the development of an association and the arrangement of a successful and profitable convention. It is for that reason that we have made special mention of the men back of the Third Annual Convention of the Ontario Federation.

1922-23 OFFICERS.

The following men are responsible for the success of the 1923 Convention at Brantford, July 25th. and 26th.:—

W. S. Pettit, President, Brantford.

F. H. Revell, Past-President, Hamilton.

Walter Legg, Vice-President, St. Catharines.

Walt. Stevens, Secretary - Treasurer, Brantford.

Councillors:

Toronto: S. Burnett and A. Butterworth.

St. Catharines: W. Inglis.

Brantford: S. Rogers, T. Smith and A. Johnson.

Hamilton: F. H. Revell and Thos. Grayson.

London: W. H. Thorne.

Kingston: Geo. Fex.

Advance notices of the program indicate a combination of education, entertainment and good fellowship that will be well worth while to every repairman who will take the time and trouble to visit Brantford on July 25th. and 26th. Notices and programs are being sent to every repairer in Ontario. Aside from the cost of getting to Brantford and back, the expense is limited, as the one dollar membership fee covers the convention for those who are there.

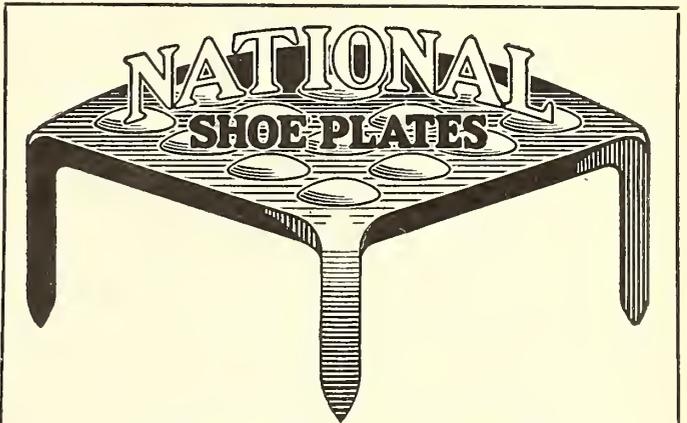
Look over the program below. It is well worth your attention. In addition to the papers and discussions, a drive around Brantford, the big banquet on the Wednesday evening feature the gathering. We are given to understand that the telephone demonstration is something that is not only instructive, but highly entertaining.

Every repairer within striking distance of Brantford owes it to himself to be at the convention. Here is the program:—

CONVENTION PROGRAMME.

Wednesday, July 25th., 1923.

9 a.m. Reception and Registration of Delegates
10 a.m. Call to order.
 President's address.
 Civic welcome to delegates by His Worship, Mayor Bille.
 Acknowledged by Mr. F. Revell, of Hamilton.
 Reading of previous minutes by Secretary.
 Secretary's Report.
 Address: "Advertising Ideas which are most suitable to the Repair Trade", by Mr. Stanley Blowers, of Hamilton.
 General Discussion.
 Adjournment.



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day. Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" " 2:	"	10	"	"	"	"
" " 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
 160 North Wells Street, Chicago, Ill.

- 2 p.m.** Call to order.
Address: "The Possibilities of Service the Repairman can Render the Public", by Mr. C. E. Hurlbut, of Preston.
Discussion.
Address and blackboard talk on "Simple System of bookkeeping and Finding Percentage of each Job", by Mr. A. C. Anderson, of Windsor.
Election of officers and selecting next Convention city.
Practical telephone demonstration including moving pictures.
Adjournment.
Photo of delegates on Public Library Entrance.

8 p.m. Banquet and entertainment.

Thursday, July 25th., 1923.

- 10 a.m.** Call to order.
Address: "Organization", by Mr. E. W. A. O'Dell, of Hamilton.
Discussion.
Report of Committee on by-laws and Legislation of Federation.
Other business.
Adjournment 12 a.m.
- 2 p.m.** Motor trip through the city.
Installation of new officers.
Adjournment.
- Evening** Entertainment.

GRAND BANQUET.

For the banquet to be held at the Kerby House, on Wednesday, July 25th., an excellent programme has been prepared, including the following menu:—

	Fruit Cocktail (<i>Get together</i>)	Sliced Cucumbers (<i>With courtesy</i>)
Queen Olives (<i>Quality Service</i>)	Cream of Tomato <i>u're Off</i> Chicken Pattes (<i>Good Fellowship</i>)	
	Pineapple Imperative (<i>Getting Acquainted</i>)	
	1923 Spring Lamb, Green Mint (<i>Keep on Going</i>)	
Mashed Potatoes (<i>Push</i>)	and	Garden Peas (<i>Boost</i>)
	Lemon Souffle Pudding, Sabayon Sauce (<i>Federation</i>)	
	Nesselrode Ice Cream (<i>Our Ambition</i>)	
	Coffee	
	Sauces for All	

Toasts to "The King", "The Shoe Repairers' Association", "The Wholesale Trade", "The Federation" and "The Press" are included in the evening together with an attractive musical programme.

ARE THESE YOUR PROBLEMS?

It is not necessary to tell the repairman that business is quiet. He knows it, and has known it for the past two years. Interviewing leading members of the trade, the Shoe and Leather Journal found that the majority of the shops are doing between one half and three quarters of what they were doing two years ago, this, of course, is an average, and does not

include the regular falling off that takes place during the holiday months of July and August. The trade on the whole is hopeful, and believes that business will show some decidedly safe and sane improvements in the Fall. Various repairers have conflicting ideas and suggestions as to the cause of the present slackness in business, and hesitate to place the blame. Questioned as to whether the cut rate shoe stores did them any great damage, they answered according to location. That is, if the store was doing a residential trade up-town, the cut rate stores hit them, but if it was a large down-town store, with considerable catch trade and while-you-wait service, then the cut rate influence was not felt. Many of the smaller men in the residential sections find that the women will not pay the standard or Association prices, when they can buy a new pair of shoes for practically the same money. On the other hand, the down-town stores seem to find the public willing to pay for repairs when low priced shoes may be bought just around the corner. The large down-town stores operate the while-you-wait service, sometimes much against their will, nevertheless they operate it. Some stores make money from this, others lose it. This service, however, must be given because the public, in such a mad rush to get things done in five minutes when they could very well have given the repair man a couple of days, demand it. A customer leaves a pair of shoes in for repairs. The repair man starts and does about ten minutes on the job, when someone comes in and wants rubber heels put on in five minutes. Here is a delay right away, the repair man is disturbed, the first job laid aside for the time being, maybe another set of tools is called for, but whatever happens it is all in the effort to serve the customer in five minutes' time. This is a factor that has taken considerable business from the small up-town man, for people will not leave their shoes one or two days with their local repair man, when they know they can secure prompt service during their lunch hour in the city. The small repair man cannot establish a while-you-wait service because he hasn't the money to buy the necessary machinery or the space to put it in, neither has he the volume of passing trade to draw from that his down-town brother has.

Some men feel that if there is to be any solution to this, it should be abolished completely, every repairing shop refusing to do while-you-wait trade, that this would stabilize and balance the trade and to a certain extent see that each man received a fair share of the repairs. If this feature could be combined with universal closing at a specific hour, a good deal would have been done towards placing the repair trade on a business like basis. At present many shops are closing at six, seven or eight o'clock and customers bringing work after the closing hour, take it to the man across the street who is probably a foreigner as well as a price cutter, and a sixteen hour a day man. This evil must be removed before the repair trade as a whole can accomplish better working and living conditions. Uniformity in the above mentioned features will bring greater opportunities to all those who depend on the repair trade for their bread and butter.

So much has been said and so little done about shoe repair advertising that we will not devote space to it here. The sale of shoe findings, however, could

be to our mind, greatly increased. A considerable number of stores seem to toss their findings in some hole and corner and let it go at that. Stock is mislaid and lost which, of course, means the loss of time and money. A little time spent on displays in the store and windows would greatly increase the sale of findings. People must buy laces, polishes, etc., and they may just as well buy them from you as from the Greek shoeshiner.

The Association idea has taken a firm hold on the trade, and if a working percentage of the repairmen could only see the advantages of the Association, join it, work with it and for it, conditions would be vastly improved for the trade. The shoe repair convention is nearly here, just a week or so away now. That is the time to get things moving. The most enthusiastic men in the trade will be at the Convention. Talk it over with these men and secure their opinions. See what they think of a movement for abolishing the while-you-wait service and for a universal early closing law. If these things can be attained then the shoe repair trade has commenced to lift itself from the rut of long established, poorly planned working conditions to a higher, cleaner and more profitable plane in the business world.

CONVENTION NOTICES

Come early, have a good time, and profit by the discussions. If you cannot be present, write and suggest topics.

Abundant Hotel accommodation at all prices. Write and secure rates and accommodation at any of the following hotels—Kerby House (Convention Headquarters), Belmont Hotel, Bodega Hotel, Strand,

and Benwell Hotel.

Plenty of free parking space for autos.

Your One Dollar which you have already sent or will be asked to contribute will entitle you to all Convention privileges, including Registration and Banquet, etc.

For further information or particulars write to the Secretary,

WALT STEVENS, Secretary,
58 Market St., Brantford.

BRANTFORD NOTES.

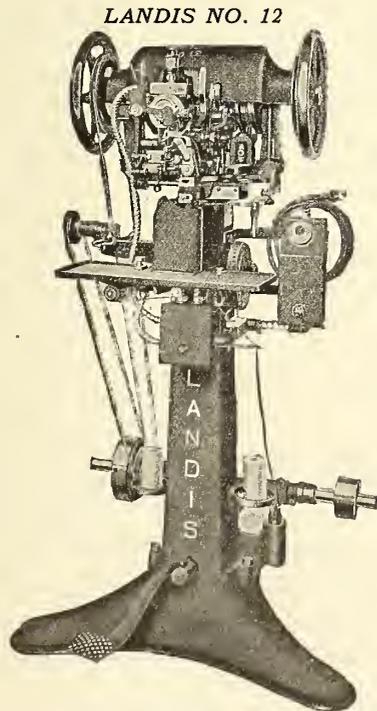
When the Secretary was sending his usual notice of meeting cards to the members he was asked by Mr. Stevens & Mr. Pettit to write on them "Booster Night" "Refreshments." Well, it brought out about 75% of the members on Tuesday, June 25th.

The usual business was soon over, and then, Strawberries & cream, sandwiches, lemonade, and some good card games. Mr. Stevens and Mr. Pettit each gave a little talk, and explained their ideas of a "Booster Night." They suggested that two or three fellows should be the "Boosters" at some future meeting.

The idea seemed to take nicely, and President S. Rogers and Vice-President J. Roach are the "Boosters" for the next meeting after the Convention.

The Convention Programme will soon be ready for mailing, which will be some job as there are over 1800 envelopes waiting to be filled.

The Brantford Repairers are looking for a big crowd to attend the Convention, and have had letters from a number of repairmen in different cities and



Model D

OWN YOUR OWN

LANDIS Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S.

Hamilton, Ont., Can.

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Company

No. 1515 25th St.,

St. Louis, U. S. A.

towns saying they will be in Brantford on July 25th. and 26th.

A large percentage of the business houses will also be represented as the travellers are all booking accommodation at the various hotels.

Mr. Pettit had a letter from Chatham repairmen asking the way of forming and conducting an Association. Needless to say he sent on the information, and here's wishing the Chatham fellows the best of luck.

THIS IS YOUR INVITATION TO BRANTFORD.

Dear Sir and Brother Craftsman:-

We extend to you a hearty invitation to attend the 3rd. Annual Convention of The Ontario Federation of Shoe Makers and Repairers, and to take advantage of this opportunity of meeting and becoming acquainted with many successful fellow craftsmen, from all parts of the Province. This is to be the greatest get-together assembly in the history of the shoe repairing and we urge you in your own interest as well as in the interests of others to be present and to hear the papers read, and take part in the discussions of all matters connected with our business.

This gathering will not be all work, as a Grand Banquet with appropriate entertainment has been arranged and also a motor drive throughout the city, calling at different points of interest, including—The Home of Alexander Graham Bell, The Inventor of the Bell Telephone; also the Mohawk Church, the first built in Ontario, erected 1785.

Yours truly,
W. S. PETTIT, President,
On behalf of the Councillors.

STANDARD SHIPPING CASES.

List of Proposed Standard Sizes for shipping cases for packing boots and shoes in standard size cartons, as approved by The Shoe Manufacturers' Association of Canada, June, 1923:

Liste des grandeurs uniformes pour les boîtes d'emballage devant être utilisées pour expéditions de chaussures dans les cartons à dimensions uniformes, telle qu'approuvée par l'Association des Manufacturiers de Chaussures du Canada, juin, 1923.

Number	Length	Width	Depth	Weight Fibre
Numéro	Longre.	Lgr.	Pfdr.	Pestr. Fibre
10- 6	13½	12⅞	13¼	40 lbs.
10- 9	20¼	12⅞	13¼	40 "
10-12	20¼	17⅞	13¼	65 "
10-15	21⅜	20¼	13¼	65 "

10-18	20¼	12⅞	26½	65 lbs.
10-30	21¾	20¼	26½	90 "
11-30	20¾	15¾	24¾	65 "
12-15	23¼	23¼	13⅜	65 "
14-15	27¾	25⅞	13⅜	90 "
15- 6	25¾	14¼	17⅜	40 "
16- 6	11½	11	11⅜	40 "
16-12	17¼	14⅝	11⅜	40 "
16-15	18¼	17¼	11⅜	40 "
16-18	17¼	11	22¾	40 "
16-24	17¼	14⅝	22¾	40 "
16-30	18¼	17¼	22¾	65 "
16 A- 6	11½	11	11⅞	40 "
16 A-12	17¼	14⅝	11⅞	40 "
16 A-15	18¼	17¼	11⅞	40 "
16 A-18	17¼	11	23¾	40 "
16 A-24	17¼	14⅝	23¾	40 "
16 A-30	18¼	17¼	23¾	65 "
18-30	24⅝	18¼	22¾	90 "
20-30	17	15¾	19¾	40 "
20-60	21	17	29½	65 "
22-15	18¼	17⅞	9⅞	40 "
22-30	18¼	17⅞	19¾	65 "
24-30	19½	18⅝	22¾	65 "
26-15	21	20¾	11⅞	65 "
26-30	21	20¾	23¾	90 "
28-30	15¾	15¾	16⅝	40 "
28-60	20⅝	15¾	24⅞	65 "
30-30	13¼	12⅞	14	40 "
30-60	17⅞	13¼	20⅞	65 "
30-120	21⅜	21⅞	20⅞	65 "
31-30	20	13¼	14	40 "
31-60	26⅝	13¼	20⅞	65 "
32-60	15⅝	12	19⅜	40 "
32-120	19½	19⅞	19⅜	65 "
33-30	15⅝	13¾	15	40 "
33-60	18⅜	15¾	22⅜	65 "

Turn Into Money

Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.

R. G. Dun & Co., 38 King St. W.
TORONTO

The Collection Service, which has been
proved most satisfactory by all users of it, is

OVER 70 YEARS' RECORD OF EFFICIENCY

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

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

FINDINGS' MEN DISCUSS CREDITS.

The findings' men of the United States, at their annual convention in discussing the credit situation, came to conclusions which were summed up as follows:—

1. Discourage repairers from putting their capital into outside investments. Tell them it is better to keep sufficient money in their business so they can discount their bills.

2. Teach your salesmen how to properly meet the excuses offered by the repairers when they cannot pay their bills at maturity.

3. Place a credit limit on each customer and mark his ledger account accordingly, so that your credit man cannot forget what that limit is.

4. Keep your customer within that fixed limit.

5. Collect interest on all past-due accounts. If you are going to be a banker for your customer, BE ONE; but do like the banker—collect interest on your loans.

6. When a customer has reached his credit limit and he says he cannot pay, find out why. Don't take his word for what he says—find out for yourself if he is telling the truth. Find out if he is buying real estate and bonds, automobiles and other luxuries with the money he should be giving to his merchandise creditors.

7. If a customer owes you past-due accounts, insist upon him paying cash for goods until he at least reduces his indebtedness materially.

8. Eliminate "Credit" as a competitive factor; that is, do not give credit to a customer just because you wish to take business away from a competitor.

9. Insist upon the customer paying his bills according to the terms of sale.

10. Sell the customer only what he needs. Don't stuff his orders and don't let him speculate with your capital.

11. Call upon your competitor for credit information and have confidence in the reports he gives you. Make your replies to his inquiries full, honest and complete. That is the way to get his confidence.

12. When you get an order from a new customer who desires credit, ask him to make a statement showing his financial standing. Ask him to tell you from whom he has previously bought goods on a credit basis. If he refuses to do these things, look out for him.

13. One of the surest things in this business is, that the shoe repairer receives cash for his services in 99 out of every 100 transactions. That being the fact, he should be in a position to pay cash for his supplies. Of course, if you are sure that he will not abuse credit favors, accommodate him.

14. Keep an eye on the Credit Reference Book issued by the association. When you find a party listed in that book, it is time to look him up before giving him any credit whatever.

15. Remember that a sale is never completed until the cash is back in your hands. Selling goods is one thing; collecting for them is another and is the most important of the two.

16. Finally, never forget that it is better to have the goods on your own shelves than on the shelves of your customer's, unless he can and will pay for them in 30 days from date of sale.

FOR SALE

22 ft. Goodyear outfit complete with Stitcher.

Also No. 12 Landis Stitcher and 12 ft. finishing outfit.
These machines can be bought at a right price.

Terms can be arranged.

Apply **A. BUTTERWORTH**

Practical Shoe Repair Co., 457 Yonge St., Toronto.

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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TRAVELLER wants a line of medium Grade Dining Room and Bedroom Furniture, Iron and Brass Beds for Eastern Ontario and Ottawa Valley. References if desired. Apply Box 57, The Furniture Journal of Canada, 545 King Street W., Toronto.

FOR SALE—Shoe Store in Ottawa, clean, up-to-date stock, good location, long lease, \$5,000 to \$6,000 will handle. Good reason for selling. Box 111, Shoe and Leather Journal, 545 King St. West, Toronto.

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WANTED FOR TORONTO—An A.I. Foreman or Superintendent for Boudoir Factory with experience in cost figuring preferred. Good future for right man. Reply fully stating past experience, references, wages expected, when available, etc. Replies treated strictly confidential. Box 112 Shoe and Leather Journal, 545 King St. W., Toronto.



ALL ABOARD Direct through Connections from "HOOF TO BEAMHOUSE"

Only stops to improve quality and selection. Depots at all principal Hide centres including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

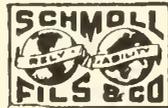
SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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INCREASE YOUR SALES
BY
USING AND DISPLAYING
USMC
SHOE FINDINGS

"Assets to Any Shoe Business"

Stylish Hardwood Shoe Trees
Shoe Brushes - Pocket Polishers - Daubers
Buttons - Laces - Polishers
Heel Grip Linings - Heel Lining Repairers
White and Colored Heel and Edge Enamel
Shoe Holders - Stretchers
Heel Cushions - Insoles

Complete Stocks of Supplies for Maker, Retailer and Repairer

Prices That Are Right. Send For List

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY

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KITCHENER
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28 Demers Street

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There is much more than extremely moderate price summed up in the most-for-the-money feature by which All Canada knows Clark Bros. Shoes.

There is a style policy that is up-to-the-minute in its modish creations, and there is a shoemaking standard that much higher priced lines do not equal.

Your best Summer and Fall selling proposition is Clark Bros. pumps and oxfords

Retailing at \$5.00

CLARK BROS., Limited
St. Stephen *N. B.*

Toronto, July 16th, 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

In This Issue

Too Easy Credit

The Market Place

The Message To Garcia

By Dr. Frank Crane

Advertising Suggestions

Taking Jazz out of Business

The Boston Shoe Show

More About Shoe Week

Shoe Repairing

Acton Publishing Co. Limited
Toronto Montreal

Concentration Enhances Success

“GUTTA PERCHA”

Canvas Shoes

Make Sales and Profits That Are Worthy of Your Best Efforts

We are rewarded, in this life, just about in proportion to the effort we make. The merchant who displays “Gutta Percha” Shoes in his windows and advertises the fact that he sells the much-wanted “Gutta Percha” Canvas Shoes will do a good business. But if he carries out a really intensive campaign of sales on these popular shoes, he enhances the success of the season and reaps a greater reward for making greater effort. It pays—display “Gutta Percha” Shoes and work hard to turn every inquiry into a sale.

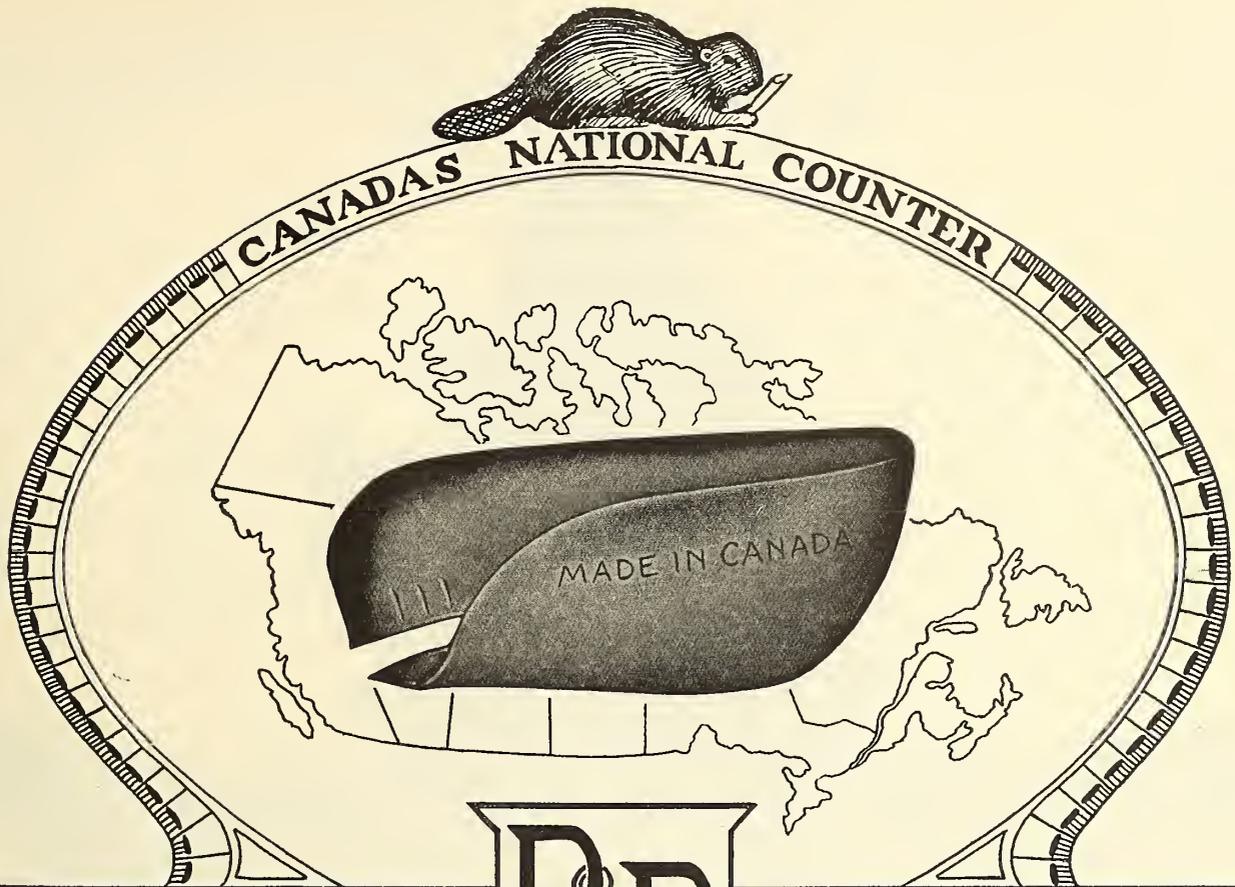
At Your Distributors or Our Nearest Branch

**Gutta Percha & Rubber
Limited**

Head Offices and Factories, Toronto

Branches from Coast to Coast





D. & P. UNION 3-PIECE COUNTER

The light, dainty women's shoes worn to-day call for a very special type of Counter, and D. & P. UNION THREE-PIECE COUNTERS fill this need to perfection. The exact shape of the last is in the shoe to stay when these counters are used, because they are not only light and flexible but very tough and durable.

D. & P. FIBRE COUNTERS

are supplied in a COMPLETE range of grades. Every grade has the same highest standard of workmanship—the only difference being in the selection of the fibre, which is carefully selected to suit the particular type of shoe in which the counter is to be used. Various grades—none inferior, just different—all giving utmost value.

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MONTREAL

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Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



When In Doubt

It is always safe to order **DAVIS CALF**. It has the wear as well as the appearance and shoes made of **DAVIS CALF** fit better and retain their shape longer than others. It is the

Most Profitable

line for both manufacturer and retailer. It cuts well, stands up under the most exacting conditions and has that softness of texture and brilliance of lustre that appeals to buyers.

Davis Colored Calf	Black Dominion Calf	Davis Boarded Veals
In	In	In Three Colors
Latest Shades of Brown Red and Tan	Bright and Dull Finishes	

Write For Samples

A Leather for Every Shoe.

**DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONTARIO
CANADA.**



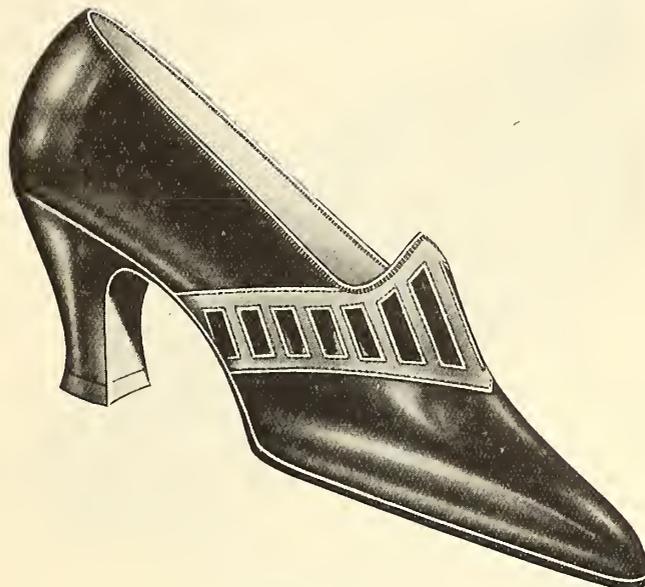
Ralston's Polishes

Sell Black Beauty Oil Polish for Black Shoes, Brown for Brown Shoes, Kid Cream for calf leather, Suede Powder and Suede Dressing for Suede Shoes or White Beauty for white canvas shoes. Universal Sport for sport shoes. A dressing for every shoe.

Sell them Service

You can sell a Ralston Polish or Dressing with every pair of shoes you sell or repair. Ralston's Polishes protect as well as clean the surface, thereby lengthen the life of the shoe. Every shoe customer is a prospect for Ralston Polishes—a dressing for every shoe.

Robt. Ralston & Co., Ltd.
Hamilton, Ont.



Style That Makes Sales

The Bell Line is continually presenting to the trade footwear modes of unusual charm—more original, more distinctive, and therefore more appealing to Canadian Womanhood.

Among the latest models this Patent and Grey Suede Combination shows a simple and conservative design so patterned as to result in a surprisingly smart and graceful style.

The shoe-at-a-price craze has no effect either on the standards of Bell Shoemaking or the popularity of Bell Shoes. Both are founded on quality, and both mean successful selling and first class patronage for the dealer.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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



*Ask the Man Who
Owns a Pair*

and he will tell you that Talbot Shoes give him all that is to be desired in comfort, style and appearance. Have you inspected Andover and Councillor, our two most popular lasts? Order from our In-Stock Department now.

Stock No. 10 Russia Calf Oxford, Andover Last

Stock No. 12 Gun Metal Calf Oxford, Andover Last

*Stock No. 14 Russia Calf Oxford,
Councillor Last*

*Stock No. 16 Gun Metal Calf Oxford,
Councillor Last*

IN-STOCK

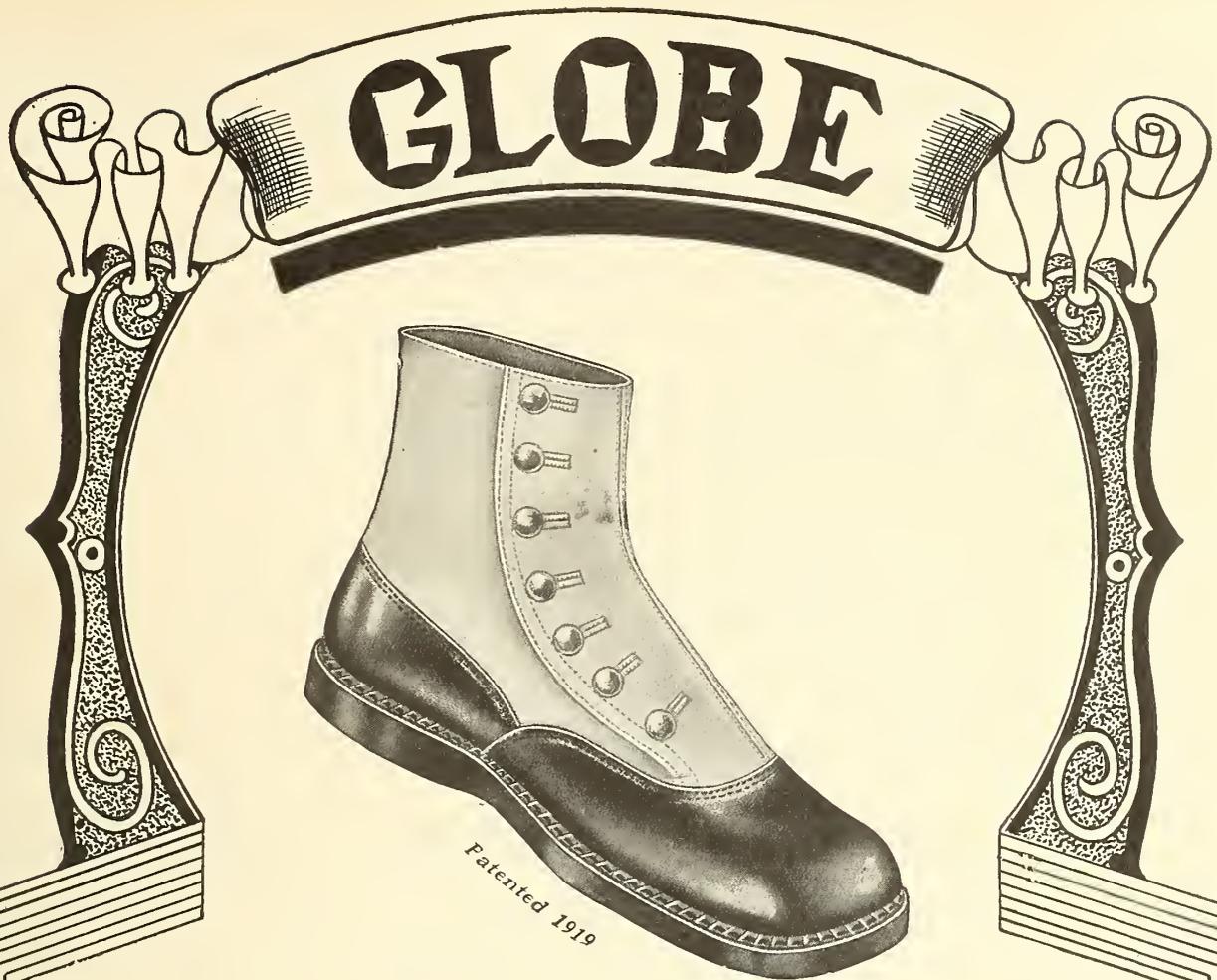
Price \$4.75

Terms: Net 30 days

For less than three pairs an extra charge of 15 cents per pair.

The Talbot Shoe Co., Limited

St. Thomas :-: Ontario



That "Buy Again" Quality

Are the Children's Shoes you sell of that quality which causes parents to be very particular about getting the same kind when buying again? If not, then you are not selling Globe "Pillow Welt" and "Baby Pillow Welt" Shoes. These shoes are so designed and made that their superior features are REMEMBERED, and permanently hold the confidence of your customers.

They are the only genuine Goodyear Welt Shoe made with a Pillow Welt Insole.

Complete samples may be seen at shortest notice by writing for a Globe Salesman.

Carried in stock by A. Lambert, Inc., Montreal.

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TERREBONNE
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- - QUE.
Representative---J. A. BLUTEAU

You Can Depend On
LAWRENCE LEATHERS

It's the absolute reliability of Lawrence Leathers that makes them so satisfying to shoe manufacturers and retailers, a constantly increasing number of whom are learning to insure receiving the latest and best things in leathers *by keeping in touch with A. C. Lawrence Leather Company.*

A. C. LAWRENCE LEATHER CO.

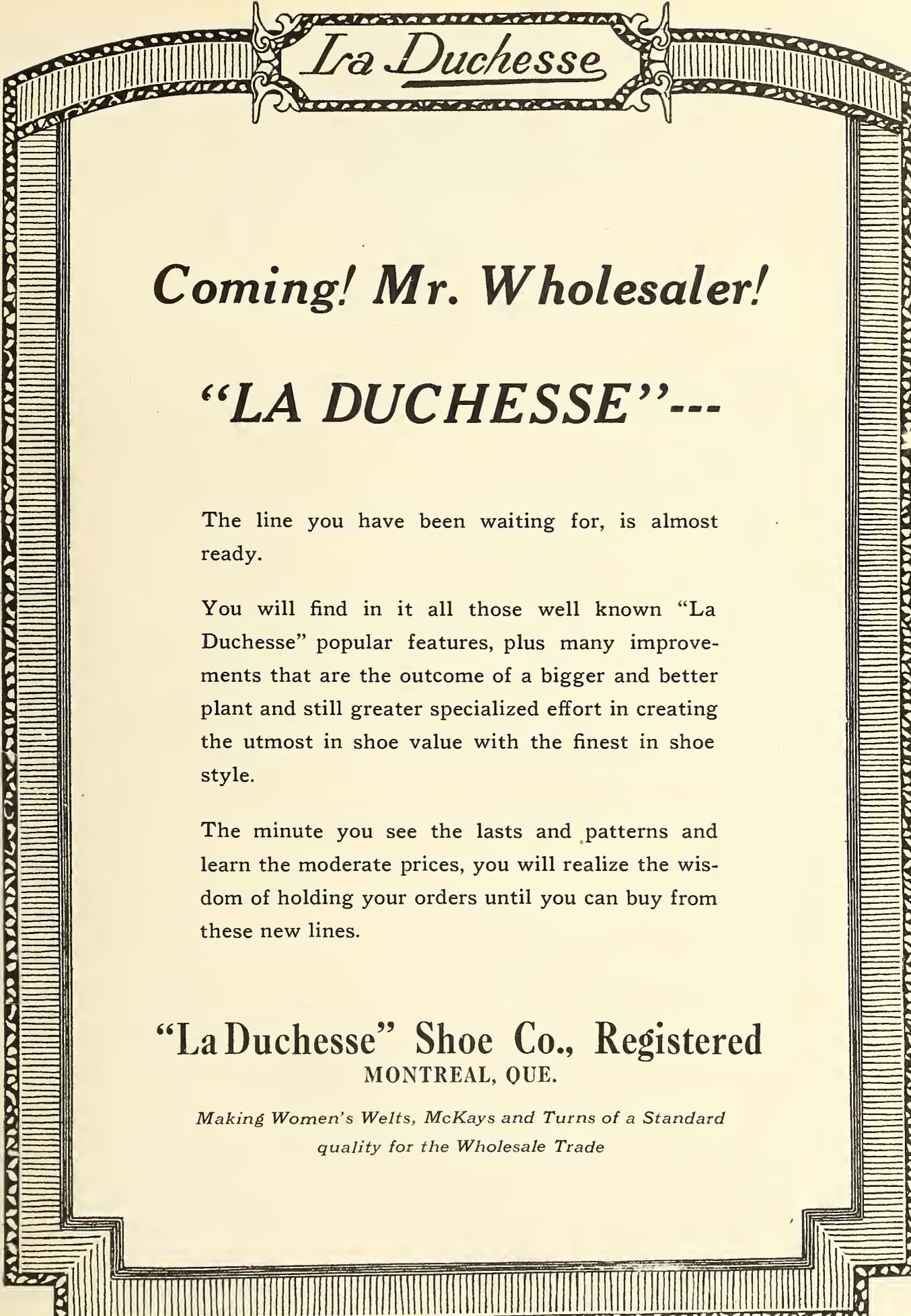
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New York Chicago Philadelphia Gloversville
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**CALFSKIN
 SHEEPSKIN
 SIDE LEATHER
 PIGSKIN
 WELTING
 COUNTERS
 INSOLES**

Write for samples





La Duchesse

Coming! Mr. Wholesaler!

“LA DUCHESSE”---

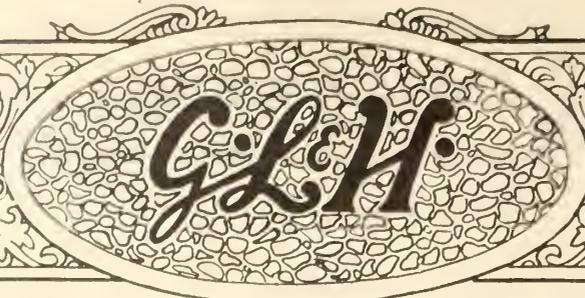
The line you have been waiting for, is almost ready.

You will find in it all those well known “La Duchesse” popular features, plus many improvements that are the outcome of a bigger and better plant and still greater specialized effort in creating the utmost in shoe value with the finest in shoe style.

The minute you see the lasts and patterns and learn the moderate prices, you will realize the wisdom of holding your orders until you can buy from these new lines.

“La Duchesse” Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*



G.L. & H.

1924

SAMPLES NOW READY

**A Fine Line of
Leather Footwear**

Each season the introduction of G. L. & H. Samples is an event in the Trade, and the announcement of our new lines for next year carries a more important message than ever. As an accurate forecast of shoe style these samples are the guide that will lead you to safe buying and profitable selling.

**A Big Range of
White Canvas Shoes**

In both leather lines and white canvas goods are shown lasts and patterns with all the newness of latest innovations and all the reliability of accepted and authoritative styles. Not only is the selection the most extensive we have shown, but we have set an unrivalled standard for moderate price.

WHOLESALEERS

See these lines at your earliest opportunity. You will then know where the styles and values to successfully meet your next season's demands are coming from.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL



The MINER RUBBER CO. Limited

Branches and Selling Agents

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The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh Limited	Regina, Sask.
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Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
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The Miner Rubber Co., Limited	Halifax, N.S.

Attractive dealer help advertising, linked up with high quality and distinctive selling features, makes Miner's Boy Scout and Girl Guide Rubbers and Tennis Shoes, real money makers for the retailer.



How About Your Yamaska Staple Lines For Fall?

It is easy to let Summer slip by without making sufficient preparation for Fall trade. Yamaska Staple Shoes not already placed for Fall should be ordered now. It is wise buying, because they are certain sellers, and the closest comparison both as to prices and shoemaking, will show you no values of equal worth.

In-Stock Department
recently established.



Immediate sorting on
leading Yamaska Lines.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.



*“And the “Hotel Cleveland”
is my home when my trip
brings me to Cleveland!”*

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!



Hotel Cleveland
CLEVELAND, OHIO.



A Much Admired Pattern

The smart design of this pattern, though very notable, does not altogether account for its being such a modish model. The definite element of good taste is one of the important factors in its wonderful vogue.

Made in Patent, with Grey Suede inlays and fancy stitching on quarter. Also made in other attractive combinations.

One of our many exclusive creations that make splendid special features for Summer and Fall trade.

KINGSBURY FOOTWEAR CO.,
 Limited
MONTREAL



From Your Own
Manufacturers

WILSON MARK
TRADE **SEWED**

Stamp on the Sole

YOU will receive better, quick-selling, high-style shoes from your regular manufacturers when they adopt the Wilson Sewed method of making the shoes you buy and sell. Many make them now.

We mean that Wilson Sewed shoes, made in any reputable factory, are better shoes dollar for dollar and grade for grade—better to sell and better to wear—than those same factories would produce by the old fashioned methods of making light, high-style footwear.

All shoes made by the Wilson process bear the "Wilson Sewed" mark. They are light, flexible, tackless, and free from waxed stitches or in-seam ridges next the wearer's foot—no slack linings, no soft toe-boxes, no spreading or ripping. These are valuable selling features.

*The trend of the times is
toward Wilson Sewed!
Send for Booklet C*

Address all Inquiries

Wilson Process Incorporated

Canadian Pacific Building

City of New York

TO ALL
MANUFACTURERS
Wilson Sewed are made with standard machines and factory equipment plus two Wilson machines. USMC machine and service guaranteed.



Dr. Meiklejohn said—"Cromwell was the man who killed a king and lived to regret it."

Blake was the man who put tacks and waxed stitches inside of machine sewed shoes—and the shoe-trade of the whole world, while honoring his leadership, has lived to regret the tacks and stitches. Not only to regret but to work diligently to perfect and beautify the modern types of footwear, for which his genius blazed a trail.



In 1877 the Goodyear welt idea brought sturdy shoes that are tackless and stitch-free next the foot. And four years ago the Wilson Sewed idea brought the answer to the more modern demand for **STYLE**, especially among women, with a light, flexible, dressy type which is also tackless and stitchless inside.

Look at the pictures above—two steps in making Wilson Sewed shoes. They are lasted like welts. Both lining and upper, snugly fitted to the last, are securely fastened to the lip of an insole channel, as in making welts. All lasting tacks are pulled, as they are in welts.

But Wilson Sewed shoes have no welting—they have style, lightness, flexibility, daintiness. They may be made featheredged—and in all other weights to give style for all seasons. And the insole is smooth, the short sole-stitches neatly covered by the lip of an insole channel. H.L.A.



“The Clifton”

Scott-McHale Limited

London - Canada

Astoria

a name that stands
for all that leads in
shoes---

Style---

Master-Workmanship

---Quality

We are making the shoe that sells on its own merits alone. We are making it so well that the man who wears his first pair of Astoria shoes this year, will be wearing Astoria shoes for the balance of his life.

What does it mean to you to sell shoes like this?

Diplomas from the School of Experience

GOOD printing is not the product of a night. Years must be spent in study and experience, if the printed page is to have that fine appearance so necessary, when seeking your customer's attention.

We have studied hard in the great school of experience. That is why we feel confident that we can print your booklets, catalogues, box labels, letter heads, and so forth, in such a way as to gain and hold the respect of everyone who sees them. Your name on a postcard will bring complete particulars of the Acton method of better class printing.

Sell by the Printed Word.



TEBBUTT SHOES

*Note These
4
Specials*



*TEBBUTT'S NEW RADIUMIZED
DOCTORS CUSHION SOLE
SHOE*

Something new, exclusive and decidedly superior in Cushion Sole Construction. As a Comfort Shoe it is unrivalled.

DOCTORS ANTISEPTIC

Because of the unique Antiseptic and Anti Perspiration features possessed by this shoe it occupies a most important place in the Trade filled by no other line.

TEBBUTTS PROFESSOR

Has long stood in highest estimation of trade and public as the sterling quality Style Shoe for men, excelling in dressiness, fit and wear.

TEBBETTS HOCKEY SHOES

The most extensive line shown featuring many improved ideas, extra durable because of our quality workmanship.



See the Tebbutt Lines at the Canadian National Exhibition
Toronto, August 25th, to September 8th, Booth No. 3.

TEBBUTT SHOE & LEATHER CO.
LIMITED

Three Rivers

Quebec

Representative—Gordon S. Weaver, Room 504, 28 Wellington St. W., Toronto

FLEET FOOT

Thoughts For July

Summer Footwear

It is generally accepted by the retail trade that the sale of summer footwear is over by July 15th, and from that date cut-rate sales are in order.

The wide-a-wake shoe-dealer, however, will not accept that idea. He knows that in Canada 75% of those who take holidays do so between the middle of July and the first of September. In that period most of the summer footwear is worn. By keeping his stock of Fleet Foot well assorted and up-to-date, he reaps the benefit of extra sales.



Athlete



Orleans

Gymnasium Shoes

When schools and gymnasiums re-open in September, there will be a big demand for rubber-soled canvas shoes for indoor athletics and sports. Will your stock of Fleet Foot be in shape to supply the local demand for these shoes?

In the Fleet Foot line, the "Forbes", "Orleans" and "Athlete" are popular styles for indoor athletics and sports.

Place your order now with the nearest Dominion Rubber System branch and ensure delivery in time for this Fall trade.

Dominion Rubber System Limited



ST. JOHN, N.B.
HALIFAX, N.S.
MONTREAL, Que.
QUEBEC, Que.
OTTAWA, Ont.
TORONTO, Ont.

SERVICE BRANCHES AT:

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VICTORIA, B.C.

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:
510 Coristine Building

Boston Office:
161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

Too Easy Credit

THE tendency in recent years has been to give credit on character rather than money, and even bankers now follow a fairly well defined policy of giving more consideration to a man's honesty, ability and industry than the amount of hard cash he has to his credit.

This is as it should be, as experience has repeatedly shown that men who know their business, who are not afraid of work and who have a strong sense of honor come out a long way ahead of the fellows with money and gall as sole capital.

Nevertheless, there is some danger these days of keen business competition of the monetary qualification being ignored to an extent that is disadvantageous not only to creditors but others who are making a serious effort to keep their business in a healthy solvent condition.

The wholesale concern that gives loose credit is not the only possible victim of its own laxness. The legitimate retailer who has been struggling along endeavouring to meet his obligations and support his family is as hard hit as anyone by the perpetuation of irresponsible competition through easy credit.

It is easy to suggest remedies but difficult to apply them satisfactorily under existing conditions. Notwithstanding the trade will never get back to anything like normal conditions until the strings are tightened on "high-flyers" and a little more consideration given to those who have demonstrated their right to be in the game by their with those who sell them goods.

In the meantime one of the evidences of an honest effort to maintain credit is for those who buy to be frank and above board with them who sell them goods.

In The Market Place

*Business conditions generally—
Spirit more hopeful in all lines
—Summer goods moving well—
Stocks being cleaned out—Crop
outlook good.*

BUSINESS, generally speaking, has shown considerable improvement during the past two weeks and some retailers claim that so far July has shown up considerably better than last year. There has been a good demand for seasonable goods, especially in summer wear, for both men and women, and those manufacturers who jobbed off their stocks in June fearing that they might have to carry them over are now sorry they were in such a hurry. Retailers have been in many cases unable to get stock fast enough in these lines to keep pace with the demand. This is particularly true in women's wear of all kinds, the more expensive as well as cheaper lines.

General merchandise is moving fairly well although in some lines both manufacturers and retailers say that business does not pay for overhead. Furniture men say that they have been anticipating an improvement on account of the building operations in progress but have been disappointed. They feel however, that as soon as the August furniture sales get under way there will be something doing.

The farmers are buying a little more freely than they were, probably on account of the excellent crop outlook throughout the country. All over Canada general crops promise a fine yield, particularly in fodder, so that the cattle business promises a healthy revival.

In the West the prospects continue encouraging and if nothing happens in the next month there ought to be a splendid yield—in fact statistics point to a better year than 1915 which witnessed the last great bumper crop. Prices of course well moderate, undoubtedly so that the farmer will not reap the full benefit of his enterprise.

Retail Shoe Trade

Business has been rather good for the first two weeks in July, although the demand has been principally for light summer lines, largely in white. The prevalence of showery weather has militated somewhat against the sale of this class of goods, but not enough to make a great difference. On the other hand there has been rather a better sale of staple lines of shoes and dealers throughout the country report a tendency to loosen up. This is more particularly true of country districts where trade for the past two weeks has been better than in the cities. There has been quite a demand in some localities for colored goods and particularly for colored trims in women's white shoes. There has been a good call for sports shoes of all kinds, and in men's lines of the better class there has been some difficulty in keeping pace with the demand. The trade seem to feel that the worst of the obstinate attitude of buyers is over and all speak hopefully of the outlook for fall trade.

Manufacturers and Wholesalers

Some manufacturers claim that they are jogging along in pretty good shape and others have shut

down for a period to get ready for fall business. The tremendous sale of novelties has kept wheels moving in many cases, but manufacturers claim that as far as profit is concerned they might have been as well without the business. The credit proposition continues to be a nightmare, although financial conditions are gradually growing brighter. Nevertheless manufacturers and jobbers who could sell more than they do hold back and are waiting for things to settle a little more. Payments have been good so far but manifest a disposition to slacken somewhat. The general feeling is that shoe selling, with all who are at the game just now, is a precarious business and that before trade reaches anything like normalcy in sales volume with individual concerns there will have to be a further weeding out.

Leather Trade Conditions

Business continues in a very dull and unsatisfactory condition. Manufacturers are doing very little except make up small sorting orders in light goods as the volume of fall business so far has been extremely small. Manufacturers have mostly been stocktaking and getting ready to make goods for fall delivery but nothing more serious is transpiring than a few desultory enquiries as to prices. Some sales have been made and there have been reports of shaded prices but these have not been sufficient to warrant the belief that tanners have any idea of taking less than the market price for their stuff. The market is fairly clear of accumulations on account of the export demand in some lines and that is why there does not seem to be any prospect of a serious reduction in prices. There is a scarcity of certain grades and shades of fine leathers, but otherwise the situation is featureless.

American Conditions

Business has shown some improvement in sole leather, some fair sized sales being reported. In upper leather, however, business has been dull. Manufacturers have been feeling out the market but tanners refuse to bite at most of the offers made. The feeling prevails that as soon as fall business is started there will be a brisk demand for leather as manufacturers are pretty well cleaned out. There is considerable enquiry for ooze calf which promises to be a leader this fall and there is a good call for buck. Shoe manufacturers are fairly busy with orders for Western markets in novelty shoes but in other lines the trade is very quiet. The hide market took on considerable activity last week, particularly in packers, and, although prices were lower than they have been for a considerable time past, a good many hides were moved.

Exhibition Arrangements

The space at the disposal of the Shoe Manufacturers Association for the Canadian National Exposition, Aug. 25th. to Sept. 8th., is now disposed of and manufacturers are making preparations for a display that will convince the Canadian people that this country's needs are fully taken care of in all classes. It is the hope of the industry that in the near future a Shoe and Leather Building may be erected when an opportunity will be afforded for an exposition of modern shoe making methods as well as the finished product. Meanwhile the retail trade should plan to be in Toronto during the last week in August of the first week of September, and take a look over the splendid showing in men's and women's shoes of various classes.

The Message To Garcia

By Dr. Frank Crane

There is another side to this "message to Garcia". The reader will remember that a certain man named Rowan was commissioned to deliver a message from the United States authorities to Garcia, who was somewhere in Cuba. It was considered practically impossible to reach Garcia. Rowan, however, did it.

This exploit has been heralded as being a great achievement in efficiency. And it was just that.

Bert Moses, in the "Atchison Globe", however, points out that one important reason why Rowan did the trick was that he was not interfered with.

"The paper was handed him", says Moses, "without any red tape nonsense and he did the rest himself. The cry that goes up from many establishments for men who can do big things and strike blows that leave big dents is often the cry of bosses who don't know how to boss. I tell you no art is finer than the art of developing men, and if you say there are few Rowans, I answer there are few men big enough to give Rowan a job to do and then let him do it in his own way. In the average establishment the owner is an egotist with his cosmos unduly distended because of his success. He puts a man in charge of a department without giving him any real authority. Everybody in the place knows the man is not the real head, and he is the constant object of jokes and cheap side-talks among the 'push'. He is hedged and tied fast by rules and nine times out of ten, if he has an idea, he is afraid to present it for fear the 'old man' will call him down for butting in. Quite often he is subject to the petty tyranny of a son, brother, nephew or other relative of the boss, and whatever ambition and originality he possesses is smothered. He is supposed to make his department pay, and yet he has no voice in the planning of the work he has to do. Some one else hires and fires his help, and about all he gets out of the job is a little cheap glory and a small salary.

"Really big men never seem to have any trouble in getting really big assistants, and I'll tell you why. They are keen judges of human values, and when they pick up a man for a big job they virtually say to him:

"'There you are, sir! Take hold of things and get a move on.'"

It is a law too often overlooked by people who expect efficiency that you are not going to get much initiative and creative ability unless you let a man do things in his own way. Of course, he may not do them in a way that suits you, and he may make errors that you would not make, but if you are looking only for results you will not care.

The hardest thing in the world is to respect another man's individuality. And that is particularly hard when you are paying him a salary. It is difficult to rid ourselves of the notion that when a man is drawing pay from us we are supposed to dominate him entirely.

But after all, the pay is the smallest part of the transaction. What really matters is the service the man performs, and he can perform the better service and do his work better the nearer he comes to being a free agent and to feeling that his employer trusts him absolutely and places the responsibility squarely upon his back.

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Shoe Salesmen's Examination

Winners of third semi-annual competition in shoe salesmanship—Some fine papers submitted on merchandising problems.

PROBABLY on account of the extremely technical nature of the questions submitted this time the list of competitors was not as large as usual. This was made up for, however, by the character of the papers themselves which naturally called for the highest kind of salesmanship knowledge and experience. The work of the judges was therefore rather more strenuous than usual and from the very close character of the contest the utmost care had to be exercised in marking the papers.

A striking and very pleasing feature is the large representation of contestants from the West which was practically in the majority in this contest. Another matter for congratulation is the fact that the prizes have gone to new people in spite of the fact that several former prize winners figured in the contest. As usual the examiners were furnished with typed copies of the originals with names, addresses and other distinguishing marks carefully removed. They had, therefore, no possible means of identifying the writers.

The committee appointed to examine the papers were Mr. W. W. Waller, of the Robert Simpson Co., Toronto, Mr. C. Levinson, Hamilton, and Mr. Jas. Acton, Toronto. Mr. L. T. Acton, acted for Mr. Levinson in his absence. The following are the results as handed in by the examiners.

PRIZE WINNERS.

1st. Prize (\$25) W. H. Duce (Duce Bros.), Cardston, Alta.

2nd. Prize (\$15) Wm. Howarth, 28 Maitland St., Toronto.

3rd. Prize (\$10) J. L. Fish, 5720 Sherbrooke St., W., Montreal.

Honorable Mention

The following received honorable mention for their papers, which were of a higher than average order. This entitles them to one year's subscription to the Shoe and Leather Journal.

Chas. J. Hawkes, c/o Hudsons Bay Co., Calgary. Rowland Hill, Jr., 350 Tecumseh Ave., London, Ont.

Fred W. Horn, 531 South Syndicate Ave., Ft. William, Ont.

Geo. J. Ree, c/o Wm. H. Mack, 344 Bleury St., Montreal.

Wm. Reid, Loreburn, Sask.

Miss H. M. Roozelle, 18 Locke St., Hamilton.

Wm. Rouse, c/o M. B. Young, 924 Bloor St. W., Toronto.

Harry Rhoden, c/o F. R. Macmillan Ltd, Saskatoon, Sask.

A. T. Searle, Ladysmith, B.C.

Isaac Simcoe, 181 St. Catherine St. E., Montreal.

F. C. Sutherst, c/o J. S. Townsend, 43 Hughes St. N., Hamilton.

Archie B. Zacks, 424 George St., Peterboro, Ont.

Third Semi-Annual Examination for for RETAIL SHOE MERCHANTS and SHOE SALESMEN

EXAMINATION QUESTIONS

1. If your gross expenses are 25 per cent. of your total sales and you wish to make 5 per cent. net profit on sales, at what figure would you have to mark a shoe that cost you \$2.00 to realize this? Show how you work it out.
2. If your total gross sales for a year were \$32,000, and your total expenses \$7,200, what percentage would this represent: (1) on your sales? (2) on your cost? Figure out fully (assume no net profit.)
3. The total sales of a retail shoe business for a year amount to 40,000. The average stock inventory is \$8,000. How would you figure the turnover, the average mark-up being 30 per cent. on sales?
4. What is a fair and proper mark-up for purely seasonal goods, or what is known as style goods. State your reasons.
5. What is the best selling system for avoiding loss on precarious lines? How would you proceed to sell or get rid of them in good time?
6. How would you handle a customer who cannot exactly explain what he or she wants, and who is so silent and undemonstrative that it is hard to tell what pleases?
7. If you cannot suit a customer and happen to know that your competitor has a shoe that will suit, what would you do?
8. In case of a woman who insists upon buying shoes which will not match her costume or hosiery what would you do?
9. When you have a very positive customer who thinks she knows exactly what she wants, and you feel sure you can give her something that will suit her better, how would you go about it?
10. What is the best way to handle a grouchy or unpleasant customer who acts as though he thinks you cannot suit him and tells you so?

Ten marks will be allowed for each of the above questions, making one hundred in all, and awards will be made as follows:—

Cash Prizes.

Highest Marks, \$25.00; Second Highest Marks, \$15.00; Third Highest Marks, \$10.00.

Pass with Honors.

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

The winning papers are reproduced in this issue. Others will be published with comments, later.

FIRST PRIZE PAPER.

W. H. Duce, Cardston, Alta.

1. (a) Let 100% be the selling price; Gross expense=25%.

Net profit=5%.

Total=30% Deduct 30% from 100%=70%.

3000 divided by 70=42.85.

Therefore 42.85% added to the cost price gives a net profit of 5%.

(b) Cost of shoes is \$2.80; 42.85% of 2.80=\$1.20.

Therefore \$2.80 plus \$1.20=\$4.00 which is the selling price of shoe to net 5%.

2. (a) To get the % of cost on sales we divide Gross Sales into expense:

7,200÷32,000=22.5% on sales.

(b) To get percentage on cost subtract expenses from sales and divide result into expenses:—

\$32,000 G. Sales less \$7,200 G. Expense \$24,800.

And 7,200÷24,800=29.03% on cost.

3. Mark up was 30 per cent of sales, or \$12,000.

Therefore 40,000 less 12,000=28,000 cost.

Average inventory at cost \$8,000, divided into \$28,000=3½. Therefore turn over was 3½ times.

4. I consider 85% added to the cost a fair and reasonable mark up on strictly style goods, because your chances of loss due to short seasons, left overs and bad sizes are greater than on staple lines. The advertising and cost of handling same can often be controlled better by careful buying. By using this mark up if the goods seem to lag you can offer special discounts and a bonus to salesmen to clear

the line without sacrificing all the profit, or letting the overhead eat up the margin. I consider 15% discount and 5% bonus sufficient to clean up these goods. I make these deductions by considering that seventy per cent. of the lines can be sold at regular prices and the remainder cleaned out at a net cost to the firm. This would give the business approximately 10% net profit on strictly style goods.

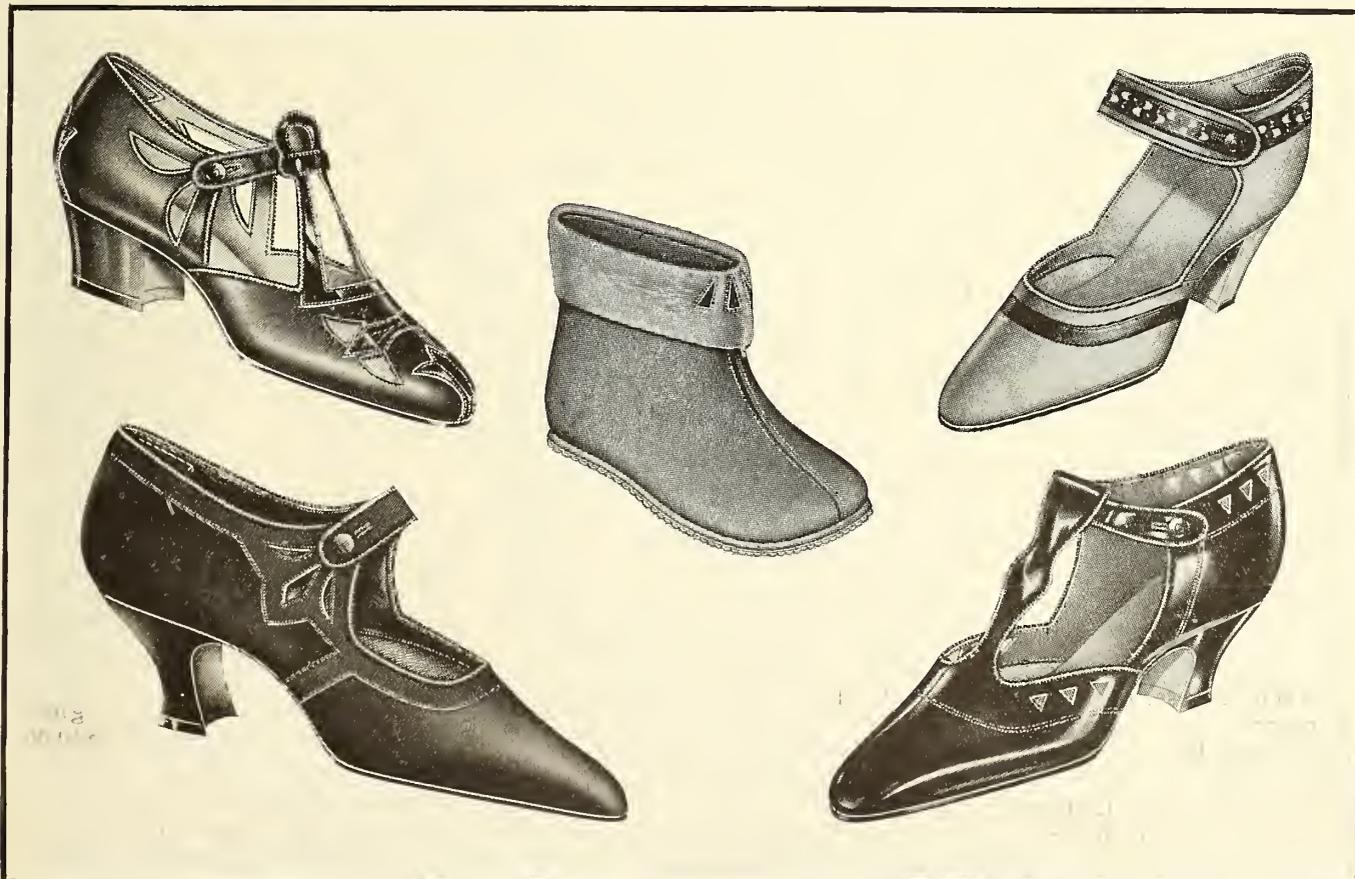
5. A. "Buy in cold blood and sell with pep." Buy for cash, then your better judgment will largely control over buying or buying speculative lines.

B. Give them good publicity through your advertising mediums. Use a mailing list if the line appeals to certain class of trade. Offer the salesman a bonus on the line and link up your advertisement with some event that would invite the use of these good, fair and moderate price. If my customer was a up on the line using a popular subject as a theme "eg" King Tutt, or Day by Day. Something that would interest the customer, and connecting same with your line of goods.

6. In this case, I would show my customer only lines that I thought best suited to them, avoiding to show too many styles and to confusing same.

I would confine my selling appeal to common sense bearing upon quality, comfort and style. Suggesting that our policy was to combine these with a good, fair and moderate price. If my customer was a young person, I would lay much stress on the way other young people used the line, and pass a casual remark on how well I considered it was appreciated by them. This type of customer will often discuss what they think of others in a general way and I should let that guide me towards closing a sale. I

(Continued on page 41)



A few new ideas

The Boston Show

Annual shoe and leather exposition and style show—Many Canadians present.

EACH style show is better than the last, until one wonders what the original style show was like, and what the ultimate idea in style shows will be. As a matter of fact, in so far as they indicate styles and merchandising methods to manufacturers, wholesalers and retailers, they are all good. They promote business, they tend to stimulate trade and build confidence in the industry. If their whole value came from spectacular effects and lavish expenditure of money, together with the exhibition of bizarre styles that upset the business equilibrium and unsettle dealers' minds, they might better be scrapped.

This year's Boston Show measured in every respect to what might be expected of such an undertaking. The representation of manufacturers, particularly from the East, was high, visitors and prospective buyers were on hand in large numbers, as were the general public. But those who went in the expectation or fear of seeing something that was absolutely unthought of, or unlooked for, in the way of style developments, were agreeably disappointed.

Following the Chicago Show, and the Brooklyn Show, which indicated a settling down from the

craze for constant change, and the appearance of a certain degree of stability, the Boston Show brought out many pretty shoes, but nothing that makes un-saleable the shoes which the dealer has already seen or bought for fall.

Straps and oxfords hold undisputed sway, each for its particular purpose or taste. True, the two styles admit of almost unlimited variation in pattern, design, material, or combination. But the basic styles are there, and what the dealer must do is to select suitable and attractive shoes, put his confidence in them—and sell them. Some gored shoes were seen, and will be sold in small numbers in some localities. That, too, is a matter for the local dealer's judgment.

Turn shoes will consist largely of straps. The term "strap" also covers a multitude of variations. They may be one, two or three straps, cross-straps, anklet-straps. Cut-outs are still with us, though they show a tendency to diminish in numbers and complications. Colors lean towards brown in a variety of shades, the most widely spoken of being known as "log-cabin." Blacks and greys, however, plain and in combination are expected to be good.

Heels remain about the same height, ranging, of course, higher for turn shoes than for welts. Vamps show a tendency towards shortening, and toes medium full. But extremely short vamps are not expected to go well, except in some classes of turns. Suede in brown and beige, plain or in combination, is already short on account of heavy demand. Patent is still good, particularly in combination with brown, while smart calf shoes are



Some of the models showing shoes at Boston

always with us. The mannish trend in women's wels is in pronounced evidence, particularly for late fall.

Men's shoes show no marked change. If anything the indication is towards simplification. Multiple stitching and perforations add "dog" to the shoe, but they also add to the cost. If attractive shoes can be produced in a simple style, it is to the advantage of all parties.

The style forecast for October, November and December selling was completed during the show, but is not available for publication yet. It will appear in our next issue.

One of the most important developments of recent years in the shoe and leather industries of the United States is the co-operative work of tanners, manufacturers, retailers, travellers, hosiery and dress goods people and color manufacturers. This should be a very powerful factor in stabilizing the trade and particularly the style situation. The Canadian shoe manufacturers have also been invited to sit in at the last few meetings. This they have been glad to do. It only remains to develop a similar system so far as is possible or necessary in this country.

Summarizing the style situation as it is to-day, the general opinion seems to be that anything in the way of a pretty shoe, that is in line with style ideas as laid out during the past few months will be good, and will sell, if the merchant and his staff get behind it.

Buyers' Conference

A buyers' conference, scheduled for the Wednesday afternoon of the Style Show, while not very largely attended was productive of consideration useful discussion. Aside from the discussion of the style forecast just released, the meeting devoted itself to merchandising problems. In connection with men's shoes, it was decided to endeavor to start something that would develop style consciousness in men; to persuade them to wear "Shoes suitable to the occasion." One man suggested that men should be taught the advantage of frequent change of shoes, and also made to believe that it was incorrect to wear anything but black shoes after six o'clock in the evening.

The Harvard Bureau of Business Research expect to issue their annual figures on the retail shoe trade for 1923, in the next few weeks. Meanwhile, dealers are told that the average stock turn was less than 1½ times for the year; that an average net loss was reported; that those who made money showed stock turn well in excess of 1½, while the heaviest losses were shown by those whose turn-over was less than 1½ times.

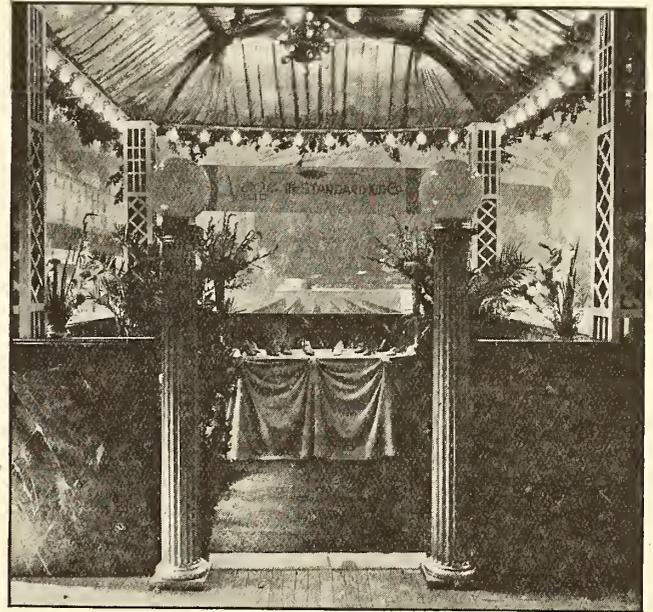
The statement was made that from figures collected since 1911, in only three years (1917, 1918, and 1919) did the shoe retailers of the United States have a generally profitable business. In those years it was difficult to lose money. In all the other years investigated, an average net loss was shown by the retailers handling shoes.

The Style Revue

On Tuesday, Wednesday, and Thursday evening, a sweltering throng watched pretty girls parade on the runway with the latest ideas in shoes. As an example of pretty footwear, in becoming surroundings, it was eminently satisfactory. The thrills of the

outré in shoes were absent.

Most of the shoes shown on the runway were of a type already familiar to the student of shoes, and of the type the up-to-date shoe store has seen and decided to buy. One development of the runway in the Style Show that can hardly be avoided, but that seems to be too highly stressed, is the costuming of the models. This has been carried to such an extent that the shoes, to the average on-looker, become a secondary consideration. One of the models that created quite a sensation was costumed (?) in a tight fitting outfit of silver—tights and everything. Over this she wore a beautiful cloak, which was opened wide at regular intervals, so that the crowd could view the silver outfit. As an advertising stunt, it had its value. But as an exhibition of shoes—well that seems to be where the style revues are leading.



*Exhibit of Standard Kid
Canadians Well Represented*

Canada was well represented, as usual, by nearly two hundred manufacturers, wholesalers and retailers. An international note was provided by the booth of the Shoe and Leather Journal, which was decorated with the Union Jack and the Canadian Ensign, flanking the Stars and Stripes. Most of the Canadian visitors registered at this booth—which became Canadian headquarters—and the silk Union Jacks which they were given identified them in the throng.

Among the most interesting exhibits, aside from the shoes and leather, were those of the United Shoe Machinery Co., United Last Co., and Dunbar Pattern Co. Anything in motion attracts attention and interest. The United Shoe Machinery Co. had a complete outfit in operation manufacturing Goodyear Welt shoes. From cutting and fitting room, right through to the retail store, every operation and machine could be watched closely and leisurely. While manufacturers and superintendents were picking up new wrinkles and new machines, retailers were seeing and learning some things that were new, and useful to them. The United Last Co. showed the method of manufacture of lasts from the white maple log to the finished product.

(Cuts by courtesy Shoe and Leather Reporter

Taking Jazz Out of Business

More selling less talking—Business should be better, why not make it so—Passing the buck.

TAKING the shoe trade as a fair sample of general business, there is absolutely no reason why a fair amount of goods should not be moving right along and if, instead of trying to "jazz" things up, everybody would go to work really trying to restore confidence and make a determined effort to sell there would be a wonderful difference in the story that one hears to-day on every hand.

In spite of all the talk about cycles of prosperity and periods of depression, there has not been anything like the demoralization that theorists and economists would have us believe. There is no question as to the value of investigation and discussion along this line, and the man who shuts his eyes to the fact that there are ups and downs in business as well as other departments of life, is lacking in common horse sense; but that too much is made of the matter by statisticians and that untold damage is done by taking too much for granted especially by the spreading evil gossip cannot be disputed.

It has been estimated that in spite of the so-called "slump" in business, during the past six months trade has been within about ninety per cent. of normal and notwithstanding all the talk of unemployment last winter, there was not at any time, five per cent. of labor walking the streets. In the face of this does it not look as though a great deal of unnecessary fuss was being made over business "conditions" and entirely too little with regard to aggressive business methods? In fact, we have fallen down badly on salesmanship at every stage of the game.

The concern that can only thrive on a rising market has to learn one of the first lessons of good business. Anybody can make money in selling either goods or stocks when the market is steadily advancing. We had a sample of this in 1918 and 1919. Fabulous profits were made simply because they could be regularly pyramided. Price of commodities went up almost overnight and the unearned increment made shoe dealers as well as merchants in other lines wealthy in a few months. No real salesmanship was needed. People came to buy and bought freely even beyond their requirements, because they believed that prices were going up. Just as soon as the market hesitated everybody got cold feet and stopped buying from the consumer back to the producer and we had what is called a "slump."

Three years have passed and there has been plenty of opportunity for business to settle down to a normal basis, and it has. What has happened, however, is that the buying public adopted tactics that were neither new nor startling on a falling market. They played a waiting game. In the meantime, sellers have followed the age old policy of trying to induce trade through low prices with the inevitable result that the public has been more than ever convinced that prices had not yet reached bed rock.

On the part of the manufacturer, the questionable policy of flooding the market with new lines was adopted. One followed another like sheep in a

pasture field with the result that nobody seems to have gotten anywhere as far as steady reliable profitable business is concerned. It has been a case of frenzied shoemaking and frenzied selling with nothing to show for the immense wear and tear upon those who have sought to keep up the pace of selling that obtained three or four years ago.

The whole trouble may be traced to the fact that attention has been concentrated upon production instead of selling. Both wholesale and retail trade has gone stale on salesmanship and until the issue is honestly faced and both producer and distributor get down to a policy of sane and persistent selling there will be no relief. There has been entirely too much emphasis placed upon price and goods and the old time personality equation with both buyer and seller has been lost sight of almost entirely.

One of the most fatal things about the whole selling situation is the tendency to get cold feet with regard to advertising. Now advertising is either good salesmanship or a sheer waste of money. Unfortunately with many it is given a place in expenditure that encourages the belief that it may be curtailed or discontinued as soon as a financial pinch comes. There are business men who seem to regard advertising as a charity, or a necessary nuisance that may be dropped when occasion seems to make it possible.

The man or firm who has this idea of advertising is sure to spend his money in such a way as to prove his theory. But advertising properly regarded and properly handled is salesmanship of the very highest class. To cease advertising therefore, when business is poor is the very essence of bad salesmanship. A business "slump" is a time when every ounce of steam should be put behind salesmanship and to withdraw support from your staff at a critical time is the poorest kind of business judgment.

AT THE NATIONAL.

The display of "Canadian Made Shoes" and allied products at the Canadian National Exposition, Aug 25th. to Sept. 8th. next promises to be more complete than ever. All the space has been taken up and the exhibitors are planning to make the affair even more successful than last year. Many retailers are making arrangements to take their vacations during this period in order to see just what the market affords in men's and women's shoes. The display last year was an "eye opener" to the public, and this year the impression will be further accentuated that Canadian shoe and leather products are the peers of any to be found in any part of the Globe. No retail shoe man should miss this opportunity for seeing all these lines of up-to-date shoes displayed at the one time under the same roof

Dealers are asked to make special window displays featuring Canadian shoes. Attractive window cards advertising the showing of shoes at the Canadian National Exhibition have been prepared and any dealers who would like to have these cards in their windows containing special displays may obtain them by advising the Shoe Manufacturers' Association, or the Shoe and Leather Journal.

Shoe Week and Co-operation

Pulling the shoe trade out of the rut—Using existing machinery for the purpose—Simple, effective and inexpensive if all take hold.

IT has been asked why do not the different sections of the shoe trade co-operate more fully in the endeavour to put business on a better basis. Well it is sometimes difficult to arrive at a working basis for satisfactory co-operation, and it is often a question of cost as well as method. SHOE WEEK, however, seems to offer an opportunity for an effort along this line that will neither be expensive nor involve complicated machinery. All that it requires is a whole-hearted, enthusiastic combined effort on the part of the various sections of the industry to start people thinking about their shoe requirements and, as far as possible, anticipating them.

Retailers Endorse Shoe Week

Retailers have written from all parts of the country endorsing the idea and expressing their willingness to co-operate to the fullest extent by using and extending their advertising arrangements for the period preceding as well as during SHOE WEEK, besides making arrangements for displays, broadcasts and other direct publicity. The feeling prevails that if the question of having all the members of the family properly shod and if educating both men and women in the proper use of footwear for different occasions were agitated sales could be considerably increased not merely for SHOE WEEK

but those following. The public has not been sold on the question of shoes as they have on other articles of apparel such as hats or clothing with either men and women. A campaign of education on the subject of appropriate and well made shoes ought to be productive of good business alone.

Various methods may be adopted according to locality and trade conditions, and inducements might be offered with regard to special prices, but it would be a serious mistake to organize SHOE WEEK simply upon a price basis. An effort should be made, however, to announce the public that shoe prices are to-day on a rock bottom basis, and nothing can accomplish this so fully or satisfactorily as a combined effort on the part of the retailers and manufacturers.

It may not be necessary as formerly to put the loud pedal on "Made in Canada" shoes, nevertheless it is important that the fact should be kept before the public that Canadian made shoes are the equal in style, shoemaking and finish of any in the world.

The Retailers' Campaign

Retailers should plan for an aggressive campaign to begin the week before SHOE WEEK. The opinion seems to prevail that SHOE WEEK should be held the third week in September when the vacation period will practically be over, harvest well assured and children all back at school. There are two months ahead for preparation and with business slow, as it usually is during August, there is abundant opportunity for thoughtful planning.

Advertising is one of the first things needing consideration and it should be planned well ahead. Then there are the windows and stores to be given those touches called for by a special campaign of this nature. The Shoe and Leather Journal has arranged with one of the best window trimmers in the country for a series of shoe windows specially adapted to

(Continued on page 36)



PRIZE WINDOW

The above window of Mrs. Holdens Shoe Store, North Yonge St., Toronto took second prize in a contest for the three best dressed windows, held during a recent business carnival of North Toronto Business Men's Association.

Advertising Suggestions

Practical Helps for the Ad. Writer

By The Advertising Service Department



(No. 1)

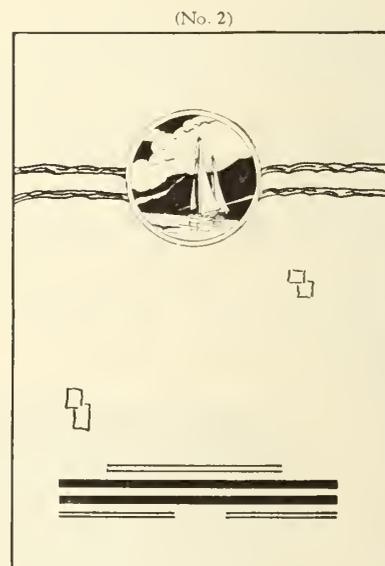
No. 1. Women's Shoe Ad.

Copy Suggestion:—

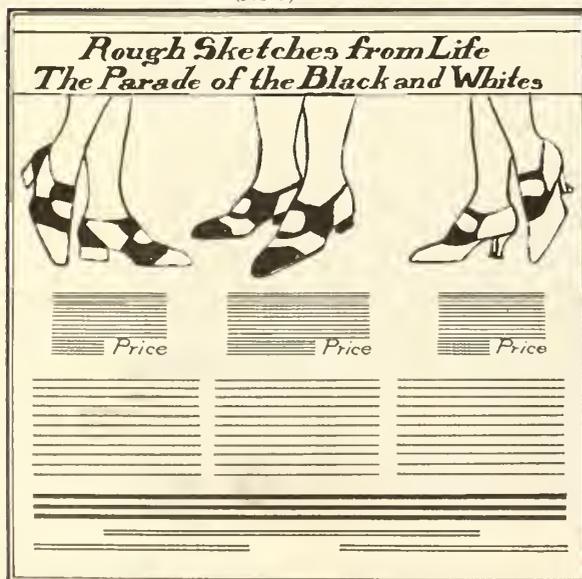
It does not matter if you want a shoe for the Saturday evening dance or the Sunday afternoon stroll, we can show you a complete and interesting line of sandals in various cut out effects and in many color combinations. These shoes are mostly with low heels, and with the medium heel so popular now. The quality is up to the customary Smith standard, and the prices are reasonable, of course.

No. 2. Cover

An effective cover design. A simple sketch in black and white and a few broken lines has produced a dignified and attractive cover design suitable for your house organ. Your local artist can sketch you a design of this nature at a small cost. Have your signature and address attractively set in a pleasing type face. Use a good cover stock. The design at the top of the cover could be changed to a pair of shoes or some illustration dealing directly on the business, such as a picture of the store front or some department.



(No. 3)



No. 3. Women's Sport Shoe Ad.

Copy Suggestion:—

You were enquiring about our black and white combinations in patent and canvas, patent and calf, kid or buck? These popular sporty, stylish and comfortable shoes are shown in all the fancy combinations decreed by Dame Fashion, with high, low and medium heels. For daily wear as well as sport wear, they are light, comfortable and airy, giving a service of wear at prices to suit all purses. Come in and look our stocks over; we have a complete range of all lines, in all sizes and widths.

August Show Cards

*A good month for clearing sales—
Prepare displays of early Fall goods.*

THE month of August is generally considered a mid-season month when sales of regular lines will not be so great as at other times of the year. For this reason many merchants run clearing sales to speed selling. It has become a recognized annual affair to run furniture sales during the month of August, many large firms devoting the entire month to this sale. The shoe merchant will find it a good time to clear out his light stuff, especially his sport and outing shoes.

Referring again to the special sales, there will be some summer lines on hand that will be better cleared away to make room for the fall styles. This is true if you have any sport and outing shoes left. These bear about the same relation to your regular trade that straw hats do to the regular trade of hats with a men's furnishing business. It is a case of get rid of them, and the first loss is always the cheapest.

The sample cards prepared with this article are designed with simplicity as the key note. They are made so those, who may not be experts at card writing, may be able to furnish cards that will serve every purpose and do much to increase sales. The Fall Models' card has a very easily made border in which the words "New Fall Models" stand out prominently. These letters are done in red and shaded with grey and tipped with black. The "Blocking" at the tops and bottoms of the letters is not difficult to do and adds much to the appearance of the letters. The small letters are in black.

The "Sports Shoe" card is for the special sale of outing goods. The words "Sport Shoes" are featured, and will centre attention on these lines. If these letters are done in some bright color, like blue

or red, they will look attractive. They are not fancy in design, which makes them easy to read. The sample is in blue and shaded with pale blue and the small letters are also in dark blue, but would look well if done in black. The black on the top of the letters adds to the effect. The border is in the same tint as the shading on the letters.

There is bound to be holiday-travelling during the month of August. Those who handle travelling goods should advertise them during this month. There may not be many dealers who have two floors in their stores, so the words on the card may be substituted for something like "See our display." This card is very plain, in design and lettering, which makes it effective and easy to read, in fact it can be read at a glance. The large letters, if the card is dark stock, could be done in pale yellow and shaded or outlined with white. These colors could also be reversed and would look well. If the card is white then blue, red, or brown will look well. The sample is light brown, tipped with black, and shaded with grey. The small letters are done in black. Where one has windows large enough to show these goods it will be well to make a display and use the card in this window. Should the windows not be large enough, cards of this description may be used to good advantage in them and in the store.

The "All New Shapes" card is a splendid example of plain work. Many stores use nothing but this kind of card for their displays. There is nothing about it to detract from the matter on the card. It is a plain statement of fact, and calling attention to the display. The vertical and horizontal bands may be in pale blue or grey. It is not well to have them a too bright color or they will over balance the small lettering. The bits of ornamentation are also in the same tint. The lettering may be in black or blue. If you will try a card of this type sometime, you may be inclined to use them more frequently.

New **Fall Models**

The very Latest

A Complete Clean-up
of all our

Sport Shoes

At Money-Saving
Prices for YOU

A New Shape

For Men
who are
particular

Do you need

Travelling Goods

Then Visit our Trunk, Bag and
Grip Display, 2nd Floor

The Small Town Store

Some suggestions and methods for the average retail shoe store.

THE backbone of the shoe business in Canada, as in other countries, is constituted, not by the few stores on the main streets of the larger cities, but by the large number of smaller establishments in large and small centres throughout the country. To these men, Mr. D. M. Graham, of Eugene, Oregon, turned his remarks in an address at the convention of the California association. In part he said:—

"The day has passed when anyone with a few thousand dollars, without former experience, can be successful in operating a shoe store. As shoe merchants, we must accept the obligations which we owe to our patrons and to the public.

First, we must regard ourselves as purchasing agents for our communities, whose function it is intelligently to supply its footwear requirements at the least possible cost to our customers, consistent with the service they require and a fair profit to ourselves.

"We must provide pleasant and cheerful places, conveniently located, for our customers when they come to buy, in well ventilated, clean, thoroughly lighted and comfortable salesrooms.

"We must invest our capital that we may have just what our customers want at the time they wish to buy. We must provide accommodation of credit—we must offer a selection of appropriate and current styles, and a range of sizes and assortments affording an exact fit of each individual requirement, maintaining a force of expert, competent and trained salespeople.

"Studying the requirements, we must maintain a flow of merchandise at just that rate which can readily be absorbed by our community, thus avoiding an accumulation of merchandise which means unnecessary investment on our part. As a class the small town dealer carries unnecessarily large inventories.

"Notwithstanding the fact that we point with pride to the metropolitan stores, eminently successful, America's shoe business is largely carried on by small town merchants doing business on Main Street, which, after all, is America's more and most important business thoroughfare, stretching as it does from Coast to Coast. What can these merchants do to become better?

"I am not going to discuss the importance of the style element, or the place it now occupies in the shoe game, because that has so capably and so thoroughly been analyzed already by your convention.

"What are the methods which would result in improved conditions? First of all, adequate methods of accounting are most important. It is imperative that accurate and reliable records be kept—records that reflect the current condition of business, records that afford an opportunity of comparison with past periods and also comparison with conditions in the general shoe trade. Records should include all the items and elements that enter into the cost of doing

business, such as salaries, advertising, rent, interest and so forth.

"Most important of these is the item of depreciation, yet not always properly handled. No method of determining earnings reflects what is a genuine profit that does not in a definite and concrete way provide for this item. It is by no means general practice to charge this element into operating expense, and at the same time it is the one reason above all others which prevents better profits.

"The only way to take care of depreciation is to charge the loss off once and for all in a decisive and final manner. The amount can safely be determined upon one basis only, which is the price at which the shoe is salable. Information which accounts for loss from depreciation is vitally important and essential in determining future plans and policies of financing.

"In order to make a comparison between the earnings of capital invested in the retail shoe activities and what would be the returns if employed elsewhere, it is a sound practice to charge against the operating expenses a reasonable rate of interest on the capital owned, along with interest charges for the use of capital which is borrowed. If borrowed, no one would dispute the propriety of including interest as an expense. The simple ownership of capital, therefore, cannot change the correctness of the charge.

"An expense which must be absorbed with the selling price is the slow rate of turnover. The relation between investment and volume of sales reflects itself very definitely in the cost of operation.

"Slow turnover means idle merchandise, and idle merchandise inevitably means increased operating expense by accelerating depreciation, by adding the burden of interest, insurance and taxes, and shrinkage; in addition to tying up unnecessary capital and credit. The whole situation can very largely be improved by discontinuing the practice of carrying unnecessarily large stocks of merchandise. At present this element of idle investment is a tremendous burden which is not passed on to the consumer and absorbed by him in the price he pays for his shoes, as might be supposed. It is absorbed by what otherwise would be better profits.

"The merchant in a small community must know the requirements of his customers and buy accordingly. If he is in a lumber section, he must have footwear for its woodsmen together with dainty evening slippers for his flapper daughter.

"He may have for his customers the farmers, mechanics, laboring men, and with it all there may be a college group in his town to which he must cater. Supplying all these requirements is a different task than that which confronts the city dealer who can win a volume with one distinct clientele. Here again the necessity of supplying such a range of requirements, ties up the capital and slows up the turnover, making the operation different if not less desirable than the city business and requiring distinct ability on the part of the small town merchant, who in no sense can specialize.

"We must set before ourselves those higher ideals: we must adopt sounder, more profitable methods, striving for a faster rate of turnover, correctly figured. We must discontinue haphazard estimating of expenses, and must face about in employing correct methods of markup which provide for all of the elements of expense and still make it worth while to continue in our enterprise."

Summer Window Suggestions

—By Ernest A. Dench

ANY number of attractive summer footwear windows displays are arranged. What, however, seems the foremost shortcoming to us is that some of these displays are not one hundred per cent. seasonable.

The shoes are seasonable enough—but beyond that the season might be autumn, winter or spring. Atmosphere is lacking in such cases. We are not going into a long explanation of what atmosphere is. Our hope is to show you by actual examples how this atmosphere can be injected in your summer shoe windows at a minimum of cost and effort.

Our travels last summer took us to some Canadian centres, where we took notes of attractive footwear trims that carried the seasonable atmosphere to a greater or less extent.

Summer Simplicity

Striking simplicity was the keynote of the feminine white footwear display by Stephen's Shoe Store, Ottawa, Ont. The floor was covered with crinkly white paper that carried a suggestion of the pebbly beach about it. A border of orange crepe supplied the desired dash of color. White oxfords were neatly displayed on glass shelves, which were propped up by grey stands.

Summery Display Touches

A. Sipple and Son, Kitchener, Ont., did not disguise the fact in their shoe display that summer was here. Crepe paper of deep blue color, which made one think of the sky on a summer day, or the calm ocean, made an ideal floor surface. Another pleasing decorative touch was supplied by adorning the rear and side walls with paper cut-outs of blue birds. The seasonable footwear on show was ably backed up by the cards as below:

"A pretty shoe makes a pretty foot. It's the shoe that makes the impression, not the foot."

"What does a shoe cost? Divide the price by the number of days worn—the result will show the real cost of a shoe."

Seasonable Example

The summer footwear display of the Arcade, Ltd., Brantford, Ont., contained a little seasonable atmosphere. Both white and black oxfords were on exhibition, these being arranged on a tier of glass shelves. Each shelf forming the tier was supported under several inverted glass vases. Black and white were grouped alternately on the shelves, with a few sprays of maidenhair fern distributed in between each pair of shoes.

In Season's Accord

Summer was conveyed in more ways than one in the footwear window by Cressman's, Ltd., Peterborough, Ont. To begin with, there was the following card:

"Ladies Shoes in Perfect Accord with the Season."

The next way was spreading the floor with green grass matting, while the background was enveloped with grass green cloth drapes. Even the white painted stands on which summer shoes were displayed were adorned with artificial wistaria. Portions of these vines in flower were attached to the leg part of each stand.

Artistic Piece of Work

Artistry contributed to the excellence of a footwear window effort by Henry Morgan and Co. Ltd., Montreal. The olive green stained background was draped across the middle with an oblong length of green and white striped silk. The silk ends as they reached the floor rippled across the front right, where several styles of women's shoes were exhibited on individual olive green pedestals. Another summer effect was produced by winding yards of red and white striped blazer material crossed in a semi-circle as they extended from one pillar to the other. Noticeable at the rear center was a console table, in olive green, with a potted palm placed on top of the table at the left, and a single shoe model on a pedestal at the right. A single pair of black pumps reposed at the center of the table. More shoes were placed about the floral rug covered with studied carelessness.

The Tennis Suggestions

Almys, Ltd., Montreal, overcame the handicap of a narrow side window, about two feet deep by ten feet long, by equipping the rear of it with low, neutral grey panels. Across the panelling a real tennis net was outstretched. Over the artificial grass floor at about a foot apart were pairs of women's white oxfords. The tennis suggestions was further conveyed by laying either a tennis racket or a tennis ball in between each pair of shoes.

For Kiddies To Wear At Seashore

Another of Almys side windows, constructed the same as the foregoing, was utilized for a timely showing of summer juvenile footwear. Here, again, artificial grass served as the floor covering, over which pairs of shoes and sandals for infants and older boys and girls were distributed at irregular intervals. A beach pail and spade and a large colored ball subtly suggested that these shoes were suitable for seashore wear at vacation time.

A Summer Footwear Display

When Almys, Ltd., staged a shoe sale last summer, they devoted a large, corner triangular window to the same. This contained a large variety of styles in women's oxfords and pumps at the low price of \$3.98. A large Oriental rug, chiefly in a brown color, was spread across most of the floor in a forty-five degrees angle. Pairs of the shoes were placed in all positions about a foot apart on the rug. The center rear and side spaces were occupied by console walnut tables on which shoes were grouped. Down in front, at the sides, were a few gilt and walnut stands, all showing off these shoes to effective advantage. A single card proclaimed:

"Friday—the Latest and Smartest Footwear. Worth \$6.00 to \$15.00. \$3.98 \$3.98."

Striking newspaper advertisements called attention to this special sale display.

The MARYON Shoe



Make Your Drive For Business With Maryon Lines

We are offering Wholesalers the values and style features that are among their strongest helps in capturing trade to-day.

You need take no chances on styles of uncertain popularity when our wide range of patterns offers a choice of attractive combinations in Strap Effects, Colonials and Sandal Effects that are not only the latest but the absolutely correct vogue. And the prices are right.

Showing a line of Sport Oxfords that are taking well everywhere.

Lachance & Tanguay

70 BIGAQUETTE AVE.

QUEBEC

P.Q

SHOE WEEK AND CO-OPERATION.

(Continued from page 29)

SHOE WEEK ideals. Plans are also being made for advertising stunts to be worked in connection with both displays and newspaper advertising.

Retailers in the large towns should co-operate in securing special space rates for SHOE WEEK and at the same time secure the publication of reading matter bearing upon shoes that will create further interest in shoes generally. These are now being prepared and will not be of the nature of advertising puffs but will be strictly of a news character and consist of items of interest to everybody. Dealers will be supplied with these readers by the Shoe and Leather Journal. A couple of streamers across the main street could be arranged by joint action of dealers in the same town.

The Manufacturers' Campaign

The part manufacturers should play is in backing up the efforts of the retail trade by a certain amount of general publicity. In the first place they might supply printed windows and store streamers similar to these provided for wet days by the rubber shoe people, announcing "SHOE WEEK" and its objects. A variety of half-a-dozen to a store would cover the ground. These could be supplemented with suitable window cards in colors, in special design that would help to set off the window displays. Four of these to each store would be sufficient.

In addition to these, retailers could be provided with booklets to give away to customers before and during SHOE WEEK. These booklets might give a short history of shoes, the various uses to which different styles of shoes should be put and a short

article on Canada's development in shoe production. This could be made a very effective and more or less permanent advertising feature with the shoe trade apart from SHOE WEEK.

As has already been said, the cost to manufacturers would not be any greater, if as great, individually as to the retailers, amounting probably to between fifty to seventy-five dollars each and while the efforts of the two sections taken alone would perhaps be insignificant, the continued campaign should produce satisfactory results.

Here are the views of some of the best retailers throughout the Dominion:

A montreal man writes, "I believe the idea of a SHOE WEEK the third week of September a mighty good thought. If there is a concentrated effort made all along the line it cannot help but bring returns. To make it successful the retail merchant must enter into it whole-heartedly, having his windows and his own advertising link up. I also believe it necessary to sell the idea to the salesmen in the store. If the right encouragement and spirit are shown there should be a marked increase in the double pair sales."

An Ottawa retailer writes endorsing the idea and says, "Why not take up a slogan such as that used by U.S. shoe manufacturers, 'Walk and Be Healthy'? There are too many people riding in motor cars and wearing out cushions instead of shoe leather."

A Lindsay dealer advocates the getting together of local shoe men to plan a campaign of publicity, store methods, decorative schemes, displays and special values in leaders.

Draw The Sporting Shoe Trade

Whether in Hockey, Football, Baseball or Ski Boot lines, show your customers a Samson-made Sporting Shoe and they have found exactly what they want.

In Staple Lines, too, Samson Shoes are well known as being the extreme in good value and good Shoemaking.

These are the lines to see when buying for Fall.



A complete line of McKays

A leading line of Heavy Staples

Unequaled Hockey & Football Boots

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

ATTRACTIVE VERDUN SHOE STORE.

It is just about a year ago that Mr. R. J. Farnsworth opened at 1165 Wellington St., West, Verdun, his attractive shoe store, which to-day ranks as one of the most progressive retailing establishments of that community.

Mr. Farnsworth brought to the founding of this new business special qualifications in shoe selling and shoe store management gained through long and thorough experience in the trade, having seen service in the shoe stores of Geo. G. Gales, the Walk Over Boot Shop, and previous to starting his present business was manager of the Regal Shoe Store, St. Catherine St., West, Montreal.

The store, which is about forty by seventy-two feet, presents a very pleasing appearance, a blue and grey color scheme being carried out in all the decorations and fittings. The chairs, which are also in blue and grey, are of the Russian seat type, and add to the attractiveness of the interior. Standard labels in blue and grey on all the cartons harmonize with the general color scheme, and the effect produced by this unusual color treatment is one of novelty and charm.

The interior arrangement is in keeping with the idea of inviting appearance and at the same time allows full efficiency in service to the customers. A silent salesman displaying the latest models in footwear is situated near the door, a double row of chairs extends down the centre of the store, a parcel counter stands at the rear, beside which is the office. To one side of the store is a panel show case displaying a complete range of findings, polishes, etc.

The illustration herewith shows an attractive window display put on by Mr. Farnsworth featuring outing and tennis shoes and other summer footwear. The floor of the window is in imitation grass effect, and decided novelty is given the display by means of

the seaside scene shown at the left. This was in natural colors, and at night the ingenious lighting effect showed the lighthouse lighted up, the moon shining and the reflection thrown on the water. A miniature tennis court was also a seasonable feature of the showing. This is an example of the effective up-to-date methods Mr. Farnsworth is using in his retailing. Included in his complete stock are some of the best known Canadian made shoes, the John McPherson Co's. lines, as well as those of the Blachford Shoe Mfg., Co.; J. A. McCaughan & Son; The Newport Shoe Co., and the Tetrault Shoe Mfg., Co.

THE BONNE ENTENTE IN THE SHOE INDUSTRY.

In Quebec recently the Shoe and Leather Journal was shown a letter received from one of the younger generation of our French Canadian shoe manufacturers. The letter was received by Mr. Jas. A. Scott after the Toronto convention last year. It will be remembered that Mr. Scott brought up a special car from Quebec with many who had never been as far West as Toronto before. Some of them had protested that they could not speak English well and thought that the trip would be foolish on this account. The letter, (written in French) after commenting upon the splendid reception of the Quebec delegates at Toronto and the bonne entente established between the two nationalities through the Association meetings, goes on to say, "The role you have not ceased to play and in which you continue to employ your talents, that is in cementing of union and harmony between the sons of the two noble races of this country, our beloved Canada, is most noble and is certainly worthy of your efforts. They will certainly not be in vain and your example will have its influence upon us who will do our utmost to imitate it in taking the hand of those who extend theirs so cordially towards us."





Made To Sell **GOULET SHOES** *Made To Wear*

In these two strong points lies the secret of the Trade's decided preference for Goulet Shoes.

Popular style is backed up by dependable shoemaking, and they have that essential feature for to-day's selling—extremely moderate price.

Everywhere our samples are being welcomed by dealers looking for quick-turnover shoes. Place your orders from this line now. The values will save you money and produce results in your Summer and Fall selling.

MEN'S and BOYS' WELTS—WOMEN'S MOCK WELTS

McKAYS and STANDARD SCREW for MEN, WOMEN, MISSES, BOYS, YOUTHS and CHILDREN.

SOLID PEGGED SHOES FOR MEN.

O. GOULET & SONS

LIMITED

575 St. Valier St.

Quebec

List of Canadians at Boston

The following is a partial list of the Canadians who took in the Boston show. We endeavored to make it as complete as possible but naturally could not help missing a few.

- G. H. Ansley, Perth Shoe Co., Ltd., Perth.
 Wm. Angus, Ames Holden McCready, Ltd., Montreal.
 A. R. Angus, Samson-Angus Ltd., Montreal.
 W. A. Anderson, Perth Shoe Co., Perth.
 N. Abraham, Toronto.
 Chas. H. Albee, Myles Shoe Co., Ltd., Toronto.
 N. P. Appleton, Dunbar Pattern Co., Montreal.
 L. T. Acton, SHOE and LEATHER JOURNAL.
 Fred. H. Ahrens, Chas. H. Ahrens Ltd., Kitchener.
 Geo. A. Blachford, Blachford Shoe Mfg. Co., Ltd., Toronto.
 Howard C. Blachford, H. & C. Blachford Ltd., Toronto.
 C. H. Boothe, T. Eaton Co., Ltd., Toronto.
 Jos. Beaudin, Montreal.
 L. Blondeau, Quebec.
 L. Brenner, Winnipeg.
 A. O. T. Beardmore, Beardmore Leather Co., Ltd., Toronto.
 G. E. Borner, J. Einstein Ltd., Montreal.
 W. H. Brimblecombe, Blachford Shoe Mfg. Co., Ltd., Toronto.
 C. W. Boyer, Ames Holden McCready, Ltd., Montreal.
 Nathan Cumings, Montreal.
 Geo. E. Chambers, Toronto.
 Maxwell Cummings, Montreal.
 M. A. Cafferty, Jno. Murphy Co., Ltd., Montreal.
 Hector Champagne, Montreal.
 Harry Cohen, Standard Shoe Store, Winnipeg.
 P. Chouinard, Dufresne & Locke Ltd., Montreal.
 W. H. Duffield, Jno. McPherson Co., Ltd., Hamilton.
 D. F. Desmarais, La Duchesse Shoe Co., Montreal.
 J. A. Duplessier, Dupuis Freres, Montreal.
 Peter A. Doig, Tetrault Shoe Mfg. Co., Ltd., Montreal.
 B. H. Davison, Sydney Mines.
 J. B. Drolet, Quebec.
 H. E. Dunbar, Dunbar Pattern Co., Montreal.
 A. L. Dupont, Dupont & Frere, Montreal.
 C. A. Dupont, Dupont & Frere, Montreal.
 S. Dominique, Dupont & Frere, Montreal.
 N. M. Davidson, Can. Consolidated Felt Co., Ltd., Kitchener.
 W. S. Edwards, Edwards & Edwards Ltd., Toronto.
 A. C. Finley, Robinson & Son, Ltd., Winnipeg.
 W. Francis, Lachance & Tanguay, Ltd., Quebec.
 Wilfrid Gagnon, Aird & Son, Reg., Montreal.
 L. Gignere, Northern Rubber Co., Ltd., Guelph.
 W. A. Hamilton, W. B. Hamilton Shoe Co., Ltd., Toronto.
 M. B. Hamilton, W. B. Hamilton Shoe Co. Ltd., Toronto.
 J. D. Harrington, John McPherson Co., Ltd., Hamilton.
 C. F. Hoyt, United Last Co., Ltd., Montreal.
 Lucien Houle, Dufresne & Locke Ltd., Montreal.
 A. P. Hittle, Kenworthy Bros., St. John's, Que.
 E. N. Haag, Jr., SHOE and LEATHER JOURNAL.
 Chas. M. Iredale, Canada Last Co., Preston.
 A. M. Jarvis, Murray Shoe Co., Ltd., London.
 J. J. Keating, United Last Co., Ltd., Montreal.
 T. H. Lane, Ames Holden McCready Ltd., Montreal.
 C. E. Lepin, J. E. Samson, Enr., Quebec.
 M. Liss, Regent Shoe Shop, Winnipeg.
 A. Lecours, Canadian Footwear Ltd., Montreal.
 P. C. Lachance, Lachance & Tanguay, Ltd., Quebec.
 Leon Lord, Dufresne & Locke, Ltd., Montreal.
 Arthur Lawrence, Toronto.
 W. F. Martin, Kingsbury Footwear Co., Ltd., Montreal.
 A. S. Many, Arrow Shoe Co. Ltd., Montreal.
 J. J. McHale, Scott McHale Ltd., London.
 S. C. Mitchell, Ames Holden McCready Ltd., Montreal.
 L. Morantz, Winnipeg.
 H. D. McKellar, Kitchener.
 J. A. McCaughan, J. A. McCaughan & Son, Montreal.
 H. McBeth, Montreal.
 Ken Murray, Murray Shoe Co., London.
 J. McDermid Murray Shoe Co., London.
 A. E. Marois, Jr., Quebec.
 W. A. Moore, Beardmore Leather Co., Ltd., Toronto.
 W. H. Marsh, Wm. A. Marsh Co., Ltd., Quebec.
 A. Marsan, Dufresne & Locke, Ltd., Montreal.
 J. A. McLaren, Toronto.
 A. A. Orendorff, Scott-McHale Ltd., London.
 Joseph O'Brien, Dupuis Freres, Montreal.
 W. F. O'Dea, Congdon Marsh Co., Ltd., Winnipeg.
 D. W. O'Rielly, Panther Rubber Co., Sherbrooke, Que.
 O. Pelletier, Montreal.
 J. Pink, Toronto.
 F. C. Quartermain, Perth Shoe Co., Ltd., Perth.
 Oscar Rumpel, Kitchener.
 T. H. Robinson, Montreal.
 H. L. Roberge, Thedford Mines, Que.
 G. Rousseau, Montreal.
 L. C. Robitaille, Quebec.
 B. Ross, Panther Rubber Co., Sherbrooke, Que.
 H. V. Shaw, Montreal.
 S. N. Saba, Novelty Shoe Co., Toronto.
 K. N. Saba, Manhattan Shoe Co., Toronto.
 T. Fred Stewart, The Arcade, Ltd., Hamilton.
 M. J. Sheeby, John Ritchie Co., Ltd., Quebec.
 T. R. Shaw, Miner Shoe Co., Ltd., Montreal.
 C. N. Saba, Toronto.
 W. Sturgis, United Last Co., Ltd., Montreal.
 W. F. Sardon, Sardon Shoe Co., Ltd., Montreal.
 Eug. Soucy, Kingsbury Footwear Co., Ltd., Montreal.
 L. M. Savage, Clark Bros. Ltd., Montreal.
 L. S. Shaffer, Middleton, N.S.
 Albert Tetrault, Tetrault Shoe Mfg. Co., Ltd., Montreal.
 J. O. Tetrault, Tetrault Shoe Mfg. Co., Ltd., Montreal.
 B. Vaillancourt, La Duchesse Shoe Co., Ltd., Montreal.
 Geo. H. Wilkinson, Windsor, Ont.
 Jno. A. Walker, Parker Co., Ltd., Toronto.
 S. E. Wygant, Surpass Shoe Co., Montreal.
 W. Weldon, Montreal.
 C. Walker, Murray Shoe Co., Ltd., London.
 F. Wragge, Hurlbut Co., Ltd., Preston.
 Hugh White, Toronto.



A Tanguay Specialty

A sturdy comfortable boot specially made for farmers, lumbermen, and for similar heavy wear. All solid leather, finest workmanship. Made with Clump Sole, Slip Sole or Single Sole, in all heights, 6, 8, 10, 12, 14 and 16 inches.

*Order this now for Fall Trade
Number 52 T.*

JOS. TANGUAY, Reg.
34th du Roi Street Quebec

Arch Support Shanks

Our thoroughly equipped die department has made it possible for us to meet the tremendous demands for Arch Support Shanks.

Don't forget we manufacture dies in our own plant and can produce any special design of Shank you require from your pattern.

We also manufacture a full line of Leatherboard, Steel and Combination McKay, Turns and Welt Shanks.

Write for prices

**The H.W. Steel Shank and Specialty
Company - Limited**
PRESTON ONTARIO

QUEBEC NOTES.

The two sons of Mr. A. F. Marois of Quebec, Messrs. Jules and Arthur, were married early last month and both returned about the same time from extended honeymoon trips. A Home Coming Party was arranged for at which some seventy five or eighty friends were present, the affair being a most brilliant one, and truly characteristic of the genial Province of Quebec. Mr. Fred Marois, Sr., did the honors of the occasion in his usual oratorical style and was supported by Mrs. Marois and Mrs. Côté, mother of Mrs. Arthur Marois, who made remarks appropriate to the occasion. There was something doing every minute and recherché refreshments, both solid and liquid were on hand in abundance. Everybody had a good time and the brides especially were charming in the extreme.

John Perkins, so report in Quebec says, has been seen several times lately visiting the local Liquor Commission establishment and it has leaked out that he is planning to bring off his long delayed fishing expedition early in August. There are a number of the boys who will be delighted to know that preparations are now well under way especially those with the government supervisor of liquid sunshine. There will be tales to tell when the dog days come of the wonderful prowess of the expedition to the haunts of the ouananiche.

THEY'RE COMING IN FAST

Entries for the Shoe and Leather Journal's competition for a National Slogan for the shoe trade, are coming in fast. Have you sent yours in yet? You may win the \$15.00 first prize and at the same time do wonders for the shoe trade.

The average dealer seems content to say that he has "Quality Shoes", "Shoes that Fit", or something quite of that nature that is forgotten as soon as read. The retailer's slogan should carry a continual message of prestige for the store. It should if possible be short, catchy and easy to remember, at the same time recalling the dealer's store in that person's mind. A slogan should be everywhere and on everything in the windows, on the door, on the bills and letter heads, on every wrapped parcel that leaves the store, and at all times it should sell shoes and raise in the public's mind the desire to own shoes.

The Shoe and Leather Journal is willing to offer two prizes for the two best national slogans, suitable for the purposes expressed above. First prize \$15.00, second prize \$10.00. The contest will close September 1st, 1923. Send as many attempts as you like, but keep each one on a separate piece of paper, the slogan on one side, and your name and address on the back. Send all replies to the "Slogan Editor", Shoe and Leather Journal, 545 King St. West, Toronto.

SHOE SALESMEN'S EXAMINATION.*(Continued from page 25)*

think patience and courtesy would close this sale.

7. I would show this customer every consideration and try and impress her with our policy and our stock. Suggesting that we were out of the line she wished, but it was our policy to serve such cases with a special order to come through by parcel post. If she could not wait for them, I would procure her size from our competitor and close the sale. Not forgetting to invite this party to call again.

8. I would show her a good match in hosiery and remark that it was a policy with our firm to always carry in stock hose of the proper shade to match our shoes. This was part of our service as customers often complained of having difficulty to properly match their shoes and costumes. This will often result in the sale of one or two pair of hose and start the customer thinking of matching her costume suggesting that a costume appears at its best when worn with shoes and hosiery to match. If she can be interested then in a pair of shoes to match her present costume explain the advantage in two pair of boots or shoes one for street wear and the other for evening wear, remarking that to change shoes during the day often gave a great relief to tired feet.

9. In a case of this kind I would avoid any arguments or let drop any remark that would irritate or encourage my customer to get "wound up." This kind of person generally likes to talk and generally has what she considers a good reason for demanding a certain shoe. I would show her the shoe she called for if we had it, and try and find out why she insisted upon such a shoe. She can be sold the proper shoe if care is taken not to refer or compare what you think is right against what she has in mind. I would show her the shoe I considered most suited to her case, and explain its merits suggesting that she try it on, or let me fit one to her. If she could be induced to try it on, I would carefully explain why this shoe was different than ordinary shoes. Remark- ing I thought she would find much comfort in such a shoe. You are generally right, and she'll buy.

10. I would meet him with the best of genial spirit and not let him pass the Grouch to me. But let him see that I was willing to go to some trouble to please him. This kind of person likes to tell you how smart he is and that the rest of the world are passing him the buck. I would let him talk until he had relieved his soul enough to be interested in what I was showing him. In making a sales talk, I would confine my remarks to the shoe and try to get him interested. If after showing several lines he could not be sold, I would suggest that we always tried to satisfy our patrons and if he did not mind, I'd call Joe the manager and tell him before the customer that I could not seem to find what suited and suggest that perhaps he could. Often the Department Head can close the sale because he knows by what you have shown and done about how to get under the customer's skin and close a profitable sale.

SECOND PRIZE PAPER.

Wm. Howarth, Toronto.

1. Selling price—100%. Expenses 25%. Profit 5%. Goods must cost therefore 70% of your selling price.

70% cost—\$2.80.

100% or selling price— $280 \div 70 \times 100$ —\$4.00.

2. (1) Gross Sales are \$32,000 at 100%, Expenses \$7,200= $100 \div 32,000 \times 7,200$ —22.5% of selling price.

(2) Gross Sales=\$32,000 less Expenses 7,200 leaves Cost 24,800 (presuming there was no profit), $24,800.00 = 100\%$ of cost; $7,200 = 100 \div 24,800 \times 7,200 = 29.03\%$ of cost price.

3. Sales for year=\$40,000 less 30% mark up=\$28,000.00 at cost; Average inventory \$8,000.00 at cost. Divide sales at cost by average inventory at cost thus:— $28,000 \div 8,000 = 3\frac{1}{2}$ times. Turnover is $3\frac{1}{2}$ times yearly.

4. Seasonal goods, should be marked 50% higher than the regular markup that is where the staple or regular all year round shoes are marked at an advance of 40% on cost. Seasonal shoes should be marked up 40% plus 50% of 40% or 20%—total advance of 60% on cost or $37\frac{1}{2}\%$ of selling price. viz:—A shoe costing \$1.00 would sell regularly \$1.40, but seasonal shoes costing \$1.00 would be marked \$1.60.

Reasons:—A complete assortment of selling sizes must be put into stock and from actual experience an average of $\frac{2}{3}$ of the quantity purchased will be sold at full price, the remaining $\frac{1}{3}$ at cost so that your actual profit is only the regular 40% mark up which you expect to realize on all merchandise. Your time for disposing of style goods is limited, some styles are almost dead before the manufacturer has delivered them to the retailers. While other styles are made of materials that show handling very quickly and become almost unsaleable if not kept carefully till disposed of, and even the best buyers find it difficult to pick the styles that will sell from the increasing numbers of new patterns that are being made up by the manufacturers.

5. Selling precarious lines without loss or rather with normal profit is almost an art. Every retailer who is progressive in his buying and endeavors to keep his store right up to date will buy several lines that are liable to need extra attention if they are to be cleared in time.

Where the trade is regular family trade, and fairly well known to the dealer, it pays to take the shoes and set them apart from the regular stock then where possible telephone (or write) the customers that you believe would wear these shoes and if not convenient for the customer to visit the store, go to the customer by appointment taking two or three fittings of the shoe and show the shoe as being particularly suitable and ordered with the customers requirements in view, from exclusive styles, etc.

If this method does not unload them clear out a window or the best show case you have and dress it attractively with these shoes and a sprinkling of other styles that will help to emphasize the good points of the shoes you are endeavoring to move and a new card with striking or attractive design and wording should be made, put your price on them, if you use price tickets, and don't leave in window more than four days. If none of them sell re-arrange in another case or window and where the system of p.m.s or "spiffs" is used with the clerks, put a p.m. on the shoes but would only lower the price as a last resort. Sometimes another dollar added to the selling price sells this kind of merchandise. When



Teach the Young Idea to Wear
“Non Rip” (Reg'd
Humberstone Sandals

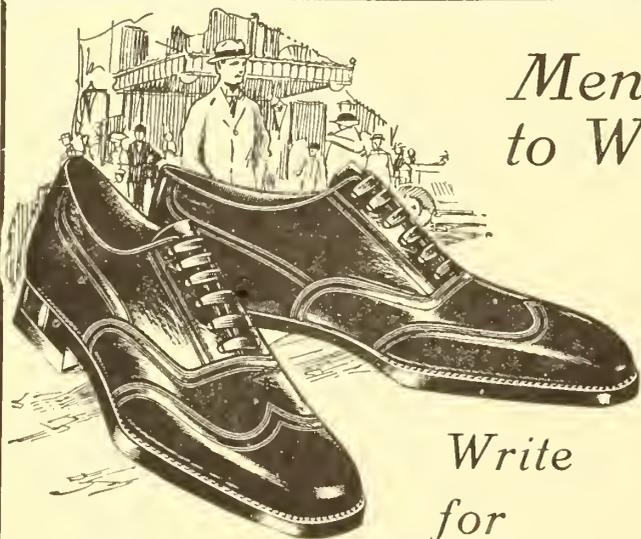
You can teach the children, “through their parents”, the meaning of foot comfort, and health. You can, by selling the parents “Non-Rip” Humberstone Sandals introduce the children to such freedom from poor tired feet that they will demand “Non-Rips” again and again. That the youngsters like them and that parents approve of them is proved by the wonderful sales record built up during 1922.

Black, Brown and Tan

Humberstone Shoe Co., Ltd.

Humberstone :: Ontario

“Non-Rips” are built to stand the rough and tumble of daily play, durable, light, cool, airy and healthy they solve the shoe problem of thousands of parents, as well as the selling problem of thousands of retailers. Write for particulars.



*Men and Women Like
to Wear Shoes Made of*

COLLIS CALF

*Write
for
Samples*

Collis Calf is made in all weights and grades.

Samples and complete information gladly sent on request. Send a postcard with your name and address, and let us show you how we can lower your leather costs. Do it today.

Because they have a smart appearance that appeals to the most critical eye. They have a snugness of fit that assures the wearer months of solid comfort. To the manufacturer Collis Calf means maximum cutting with a lower cost, a feature that will appeal instantly to the manufacturer's buyer. Its finish and color is uniform and includes all the latest shades and tone effects.

The Collis Leather Co., Ltd.
Aurora Ontario

sold down to the last few pairs lay aside for semi-annual sale but it would be poor policy to reduce outstanding shoes of this kind if some of your customers pay regular price until some time later in the season.

6. When you find your customer is of the silent variety get all your powers of observation working—observe the character of her costume—whether it is new or old—and as soon as possible have her seated where she will not be too close to other customers and ask permission to measure her foot, carefully noting the quality and fit of the shoe you remove but doing so quietly and without attracting attention. When the correct fitting is ascertained bring the nearest shoe you have in style and quality and hand one shoe to your customer and try its mate on the foot, after a brief showing in your foot mirror and a few words regarding the maker and quality of stock and excellence of the fitting, quietly get another pair of shoes perhaps a dollar or so cheaper always bringing out the pair and handing your customer one shoe while you try on the other. Keep fitting shoes and occasionally asking how it pleases or feels on the foot, and as a rule the customer will quietly say this or that one will do, and your sale is made.

Where the customer refuses to try shoes on show your shoes one line after another commencing with what you think will be most suitable and where you can suggest some shoe that will look attractive with the costume of the customer quietly draw the attention to that fact. Quiet, courteous, patience, help a great deal in selling this variety of customer, and when a decision is arrived at do not show undue haste in closing up the sale.

7. Where your competitor has what your customer wants and you have not—if the customer cannot or will not wait for you to procure a pair that will suit him—explain that you are sorry to be unable to serve him but that you noticed in your competitor's store the shoe he is looking for and direct him to the place, phone your competitor that he is coming and advise what shoe to show. Keep the business in your locality if you can't keep it in your own store.

8. Where a woman insists on buying shoes that do not match her costume, sell her the shoes but also show her the styles and shades that would be more appropriate and give her ample opportunity to change her mind before finally closing the sale.

9. When your customer is positive and knows or thinks she knows what she wants, get her what she asks for, and satisfy her that you have it in her size, etc., then show her the shoe that you know will give her better satisfaction, explaining to her the features that make it a better "buy" for her. In recommending the shoe be sure of its wearing and fitting qualities and point out your reasons for believing it to be the right shoe for her foot.

10. The Grouchy Customer:—First, forget he is grouchy. Remember his feet should be in your shoes. Then if possible get a line on what he wants and fit him with it. Be pleasant without being familiar, and when you think you have fitted him perfectly and he comes back at you with the statement that you can't suit him, show him more shoes and make him understand that you are quite accustomed to particular customers, and would rather lose a sale than have any one dissatisfied with a purchase made in your store. If you can find out his cause for

the grouch—smooth it over for him, and sometimes a little sympathy will help him to "loosen up" a trifle and become interested. Do not hurry him but let him think it is more important to sell him than anything else at the moment.

THIRD PRIZE PAPER.

J. L. Fish, Montreal.

1. Sales equal 100%, Expenses=25%, Profit =5%: 30% deducted from will equal cost or 70%=2.80. 100% or sales price=100x280÷70=\$4.00 ans.

2. (1) 7,200 divided by 32,000=22½% ans.
(2) Cost=32,000 less 7,200 equals 24,800.

7,200 divided by 24,800=29.03.

3. \$40,000 sales X 30% expenses will equal \$12,000 profit, deducted from sales will give cost of goods sold or \$28,000. This amount divided by \$8,000 or the average stock will give you the turnover, which will equal 3½ times.

4. The same answer is not adaptable to all stores. The mark up must insure profit on the **whole** lot, so that consideration must be given to the sacrifice made on the odd pairs remaining at the season's end. If marked up too high, originally, the sales are sure to be curtailed, so that to get a rapid movement, the price must be a popular one. With a store expense of 20% a 50% original mark up is not going to allow too much margin to take care of the sacrifice lots.

5. As soon as a precarious line is discovered, and sooner if such were possible, mark it down to cost. Don't take off 10% or 20%, but shove it down to bare cost and if it doesn't sell then mark it lower. Price is the way to move these goods. The longer kept the less value, and although not making a profit, you are insuring yourself from further loss. Of course, be sure the line is precarious before drastic action, but above all things don't fool around with a poor line until the season is over, SELL IT, and sell it as quickly as possible, then wash your hands and say that was a good operation.

6. Of course, the first thing to do to such a customer is to try a shoe on her foot, she has come into the store for a pair and naturally if one suits her taste, she will make some sign or demonstration of approval in comparison to others shown her. As soon as the salesman notes the preference for "this" shoe over "that" shoe, sell her "this" shoe. Many ways of doing this last thing, but to such a customer too many pairs should not be shown, as her uncertainty would be increased. The main idea to bear in mind is that of getting the customer to show preference for one shoe as against another.

7. By all means send him to your competitor, if such a competitor is a worthy one. It is quite possible to suit customers 100% and by coming to your store first, the customer shows preference for you and knows that he will be squarely treated. By sending him to your competitor, the customer realizes that he is being loaned, as it were, for this particular sale and knows that he is expected to return for his next purchase. He classifies you as being broad minded and not afraid of competition, a good reputation to bear.

8. Keep in mind that every pair of shoes going out of your store is an advertisement, good or bad, as the case may be. This is very important to remember when dealing with a customer who wants to buy a shoe, which when worn, will make her look



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. Inc.

New York

Canadian Branch—335 Craig St. W. Montreal

Factory—Wilmington, Del., U. S. A.

ridiculous. If you can't convince, in a nice manner, such a customer that her selection is not in harmony with her costume, and if you are not well enough acquainted to take a firm stand with her, then someone else must, and this other person will be her husband, sister, mother, or some such person. Suggest that she defer selection until they have seen the shoes, advise her to take the shoes home, that is, her selection and yours, and get the opinion of the folks at home. You have planted the germ of doubt in her mind, and if confirmed by one who has an interest in her she might become convinced.

9. Admire her taste, flatter her, in some such manner "Madam, it is a pleasure to see some one who knows exactly what they want. I wish all our customers were like you then my job would be very easy. Here is a shoe, slightly different from your selection, but essentially the same, it fits a little better and it is one that I know you will like." You can't convince these customers by flat contradiction, it is better to "jolly" them a little.

10. Grouchy customer wants a pair of shoes, has come into your store for a pair, because he has a fair idea you can suit him. When he shows a liking for some shoe you have shown him, work hard to sell him this shoe. Don't talk too much to this type, as they usually don't pay much attention to what you say. They use their own judgment as a rule, and are not likely to be influenced by sales chatter, usually it jars them. Be earnest, sincere, and business like, and if you have anything at all to his liking, he is likely to take it with some remark probably to himself, "Well this salesman has worked very hard, I might as well take the shoe, even though it isn't just what I want." You and I know that this fellow will never get just what he wants as long as he remains in his present frame of mind.

Mr. L. W. Johnston, of the Talbot Shoe Co., St. Thomas, has a sample room at the King Edward Hotel, Toronto.

Mr. J. A. McLaren, of the J. A. McLaren Shoe Co., Toronto, was a recent visitor to Boston.

Mr. W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was among the Canadian visitors at Boston last week.

Mr. S. T. Stephens of Canadian Shoes Limited, Toronto, expects to leave for Banff about July 20th. After a well earned holiday at this greatest of vacation resorts, Mr. Stephens will return from the Pacific Coast and work the towns and cities on his way back. Among his new fall samples now on display at the Toronto office, Mr. Stephens is showing Bamboo Buck and Black Kid in cross straps and one straps in medium and low heels. A strictly new style for women is the new French last, a square toe shoe with a double row of stitching. At present it is obtainable in patent, and all other leathers, and will shortly be featured in buck. Mono-tones are featured with contrasting colors. The line of Billy-ken shoes for children has been discontinued, and a complete new line established.

Mr. W. F. Martin, of Kingsbury Footwear Co. Ltd., represented the Shoe Manufacturers' Association of Canada at the Joint Style Conference of the American Associations, manufacture at which style forecasts for October, November, and December were laid out.



The most wonderful pocket convenience for marking over soiled spots

Chemically perfected to clean instantly. As the stick wears down it can be easily projected from the sanitary holder by pushing up on the metal disc at the bottom.

\$1.25 per doz. White or Gray
Display carton of 6 doz. \$7.50



The E. T. Gilbert Mfg. Company
ROCHESTER, N. Y.

AN EDUCATIONAL FORCE.

A generation ago it would have been well nigh impossible to find a dozen men in Canada who could handle, in such a straightforward masterful way, the problems dealt with by those who wrote upon the recent Salesmanship Examination of the Shoe and Leather Journal. From the papers of the prize winners reproduced in this issue will be witnessed the effects of the educational campaign carried on for years by the Journal, and some idea of its value to those selling the retail trade. "Better business methods" has been the slogan of the Shoe and Leather Journal from the time of its establishment in 1888, and it has had the satisfaction of seeing the effectiveness of its educational propaganda demonstrated by the remarkable development of retailers and their salesmen along the lines of sane, safe and aggressive business ideals and methods.

THE CLERK'S DECALOGUE.

ALARGE American concern has prepared and issued to its clerks a set of rules, which it calls its "Ten Commandments." They should be hung up at the back of every store, and kept as an incentive of successful salesmanship by every clerk.

Rule 1. Don't lie—it wastes our time and yours. We're sure to catch you in the end, and that's the wrong end.

Rule 2. Watch your work and not the clock. A long day's work makes a long day short, and a short day's work makes our face long.

Rule 3. Give us more than we expect, and we'll pay you more than you expect. We can afford to increase your pay if you increase our profits.

Rule 4. You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of the shops.

Rule 5. Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.

Rule 6. Don't do anything here that hurts your self-respect. The employee who is willing to steal for us is capable of stealing from us.

Rule 7. Mind your own business, and in time you'll have a business of your own to mind.

Rule 8. It's none of our business what you do at night. But if dissipation affects what you do the next day, and you do half as much as we demand, you'll last half as long as you hoped.

Rule 9. Don't tell us what we'd like to hear, but what we ought to hear.

Rule 10. Don't kick if we kick—if you're worth while correcting, you're worth while keeping. We don't waste time cutting specks out of rotten apples.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST. 1915

SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES

INC. 1923

Largest Shoe Factory Supply House In Canada

MAIN OFFICE:
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH:
77 ONTARIO ST. S.
KITCHENER, ONT.

BRANCH:
563 ST. VALIER STREET
QUEBEC



TO OUR CUSTOMERS

Our earnest desire is to make this business mean something more to you than merely a place to buy something you need. We want to know you and to have you think of transactions with us as dealings between friends.

We are human, and likely to err at times. If you ever have reason to feel that we have fallen short in any way, please tell us so frankly. We are constantly trying to improve our service, and your suggestions will be sincerely appreciated.

You would be surprised to know how much the growth of this company has been due to the recommendations of its friends.

Your influence among your friends and business associates is more valuable to us than any advertising we could do.

This is an institution of service and we want you to make it as useful as possible in every way.

McDOWELL & LINCOLN

LIMITED

formerly

INTERNATIONAL SUPPLY CO.

Tipperary Shoes



Mid-Summer is sales harvest time for the merchant with complete assortments of styles and sizes in Tipperary Shoes. Do not let insufficient stocks limit your sales. The extensive Tipperary line leaves no Outing Shoe need unsupplied.

Rush sorting orders shipped at once from Columbus Warehouses and Wholesale Distributors. Ready to co-operate with you for a big Outing Shoe Season. Order any needed lines NOW.



THE COLUMBUS RUBBER CO., OF MONTREAL, LIMITED

Branches At

Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.

Sales Agencies:

Wm. Cook Shoe Co.....	Moncton, N.B.
Fleetwood Footwear Ltd.....	St. John, N.B.
Poliquin & Darveau.....	Quebec, Que.
Louis McNulty.....	St. John's, Que.
S. Marantz.....	Winnipeg, Man.



Wholesale Distributors Ltd.....	Winnipeg, Man.
Tree Spriggs Co. Ltd.....	Winnipeg, Man.
W. A. Law Footwear Co. Ltd.....	Winnipeg, Man.
Shaw Brothers.....	Edmonton, Alta.
Anderson & MacDonald.....	Vancouver, B.C.

Among The Shoe Men



Mr. J. A. Belanger, formerly with Robin Freres, has joined the staff of the United Last Co. Ltd., and will represent them in the Quebec District.

Mr. A. H. Steen, who has been with Ames Holden McCready Ltd., is another addition to the ranks of the United Last Co. Ltd. He is to take particular interest in their business with the manufacturers of rubber footwear.

Mr. Howard C. Blachford, of Toronto, motored to Boston and return, taking in the Style Show.

Mr. G. H. Ansley, of Perth Shoe Co. Ltd., visited the Boston Style Show and Eastern markets, and at the same time took a few days of a well-earned vacation.

Fire of unknown origin caused slight damage on July 10th. to the building occupied by Beal Bros., 52 Wellington St. East, Toronto.

James Hughes, manager of W. McLeod's O.K. Shoe Repair Shop, Kenora, Ontario, was drowned off a barge on July 3rd. He was alone at the time, and it is presumed that he tripped, and fell between the barge and the wharf. Mr. Hughes was a returned man, who had been in Kenora for two years.

On July 13th. Conner Shoe Co. Ltd., re-opened in Truro, N.S. The name of Conner was well known in Truro in connection with the shoe business, and while the newstore claims to have no motto, they sign themselves as "A Store you can depend on," and will carry good shoes at moderate prices.

Mr. E. S. Sabiston, of Perth Shoe Co. Ltd., after a brief vacation, has returned to the job full of pep and ready for a big fall business.

Messrs. J. A. McLaren and Hugh White took in the Boston Shoe Show en route to Montreal and Quebec.

A small fire occurred recently in the retail shoe store of Eugene Dubois, 779 St. Valier St., Quebec. Fortunately neither stock nor premises were very greatly damaged, and the loss was completely covered by insurance.

Among the interested spectators in the front row at the Style Revue in Boston were Mr. W. F. Martin, of Kingsbury Footwear, and Mr. Wilfrid Gagnon, of Aird & Son. One of the prettiest of the models distributed carnations from the runway, and among the lucky recipients was Mr. Gagnon.

One of the long distance visitors to Boston and Eastern centres was Mr. W. F. O'Dea, of Congdon Marsh Co. Ltd., Winnipeg.

Mr. A. Finley, of Robinson & Son Ltd., Winnipeg, took in the Boston Show, and later went on to Montreal, Quebec, and Toronto.

Mr. John A. Walker, of Walker Parker & Co. Ltd., combined business with pleasure on his trip to Boston. Being a golf enthusiast he finds the golf clubs around Boston an added attraction.

Mr. Philip Berenbaum with Mrs. Berenbaum and family motored to Mount Clemens, where they will spend a three weeks vacation.

A new retail shoe store has been opened on St. Maurice St., Three Rivers, which will be known as

the Lemay Shoe Store. Mr. J. A. Sauviat will be manager of the new establishment.

Mr. B. W. Hoeflin, shoe merchant of Chesley, died recently at the age of sixty-three.

Mr. and Mrs. J. J. Slater of Fifth Avenue, New York, spent the week end at Mississauga Golf and Country Club, as the guests of Mr. and Mrs. C. L. Owens.

An attempt was made during the latter days of June to burn the Leckie tannery in South Westminster, B.C.

Mr. James McGuire, has sold his shoe repair business on King St. W., Brockville, to Mr. J. Timleck.

The shoe merchants of St. John, N.B. are requesting the city council to enact a by-law to close all shoe stores at 6 o'clock except on Saturdays and evenings previous to holidays.

Fire starting in the premises of Beal Bros. Leather manufacturers, Toronto, caused several hundred dollars damage to the building recently.

Mr. J. J. Slater Visits Toronto.

Mr. J. J. Slater, President of the National Shoe Retailers' Association of the United States spent a few days in Toronto on his way home from the Pacific Coast. Over the week-end, he and Mrs. Slater were the guests of Mr. and Mrs. C. L. Owens at the Mississauga Golf Club.



While in town he met a number of the Canadian Association, including Messrs. Howard Blachford, W. T. Fegan, and Mr. Hugh Murray of London. Although Mr. Slater's visit was quite unofficial, the Toronto retailers would like to have had the opportunity of showing some official recognition to the leader of the American organization. It is to be hoped that at a later date this may be possible.

The Shoe Repair Man

BRANTFORD IS READY.

Brantford is all set for the biggest and best convention of repairmen ever held in Canada. The dates are July 25th. and 26th. The headquarters are at the Kerley House. And the gang will all be there!

As they say on their programme—which has just been distributed to every repairer in Ontario—"Come! If you have to walk. We'll send you home happy!"

The only cost incurred, aside from expenses to get there and back, is one dollar. That seems more than fair.

If the programme as issued is indicative of the way in which those in charge are going to look after the show, a good time should be had by all. The outline of the proceedings appeared in our last issue. The topics covered, aside from the ordinary business to be transacted, embody discussions on advertising, service to the public, cost finding and book-keeping, organization and other subjects. The telephone demonstration itself is worth witnessing. The big banquet and entertainment will more than fill the Wednesday evening, and on Thursday the visitors will see the city.

In our next issue we will have full particulars of the conference. Watch for it.

COST AGAINST SERVICE.

A lot of thinking is being done on the drift of the shoe repair business. One of the leaders of thought in the United States, a man who has directed his thoughts along practical lines, is Mr. Norman P. Shaffer, of Chicago. Addressing the convention of the National Leather and Shoe Finders' Association, Mr. Shaffer brought out some new thoughts. He said in part:—

We are in the best line of business that God ever intrusted to human hands, and we are allowing that business to drift away from us—absolutely leaving the thing to die a natural death, because you and I have not looked into or investigated the possibilities of this particular line of industry.

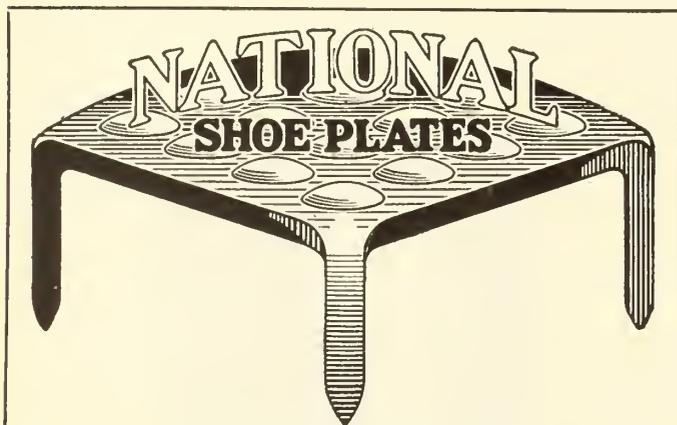
I have compiled some facts I wish to give you, and I went to fifteen different shoe stores to get these facts. I didn't go to little dubs around the corner that didn't know their costs; I went to men who had records. I asked these men if a shoe cost \$9 how long did he figure that sole would wear, taking the average last. They told me without hesitancy and without exception that they would wear on an average of 90 days.

Of course, that doesn't mean every one. I can disprove that statement myself; but that is your average. That is ten cents a day for the sole wear. Get your repairman to tell his customers that is ten cents a day for that service. If I put a rebuilt job under that shoe for four dollars, and I am going to say to you, you are dead wrong when you go out knocking the possibilities of a repairman getting a decent labor on that cost, because he is going to get it, and it is not fair to the repairman. Let us give that man an opportunity of getting his labor onto the labor market at the proper value of labor.

At \$4, that shoe will wear 120 days. Putting on a 9-pound sole, we will get at least one month longer than the wear that was in that shoe originally.

In wearing 120 days, the cost of wear would be three and one-third cents per day, and the saving would be six and two-thirds cents. It will give that person a shoe that is comfortable, that has been polished, with a felt pad in the heel, oiled if necessary, and handed back with a pair of new laces, and the shoe positively looking almost as well as new.

Let's take it on a \$6 shoe. These same men tell me the average wear of a sole of a \$6 shoe is 60 days. It is strange that the ratio doesn't vary any. Let us put a \$4 sole under it—a rebuilt job. If we rebuild the shoe at a cost within \$2 of the cost of the shoe in the first place, the shoe will wear 120 days, just as it did in the first case. Now, then, we are giving them double the wear, or they are saving \$7 on the job.



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day.

Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" " 2:	"	10	"	"	"	"
" " 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

Now I am going to take some of your breaths—this is perfectly true with a \$3 shoe. The average is that if the first cost is \$3 the shoe sole will not wear more than 30 days, and still the cost of the wear is 10 cents per day. That same shoe with a rebuilt job under it at \$4 (think of it, one dollar more than was paid for the original shoe) will give the owner 120 days' wear or four times that of the first sole. Our cost is three and one-third cents and our saving is \$8 on a \$3 shoe, or \$12 saved from the ash can.

These things may sound a little bit fishy to you, but I want to ask you to bear with me a moment. I want to prove to you that what I say is true—facts and not theories.

In a shop in Blue Island, Illinois, the other day a lady came in with a pair of these \$3 shoes. She said, "What will you charge me to repair this shoe?" The repairman looked at the shoes and said, "They didn't cost you very much"—he wasn't sold on the idea of getting a profit for repairing. She replied, "No, I only paid \$3 for them," and he said, "Well, I can't charge you very much, but I will do the best job I can, putting on a first-class sole and a pair of good rubber heels."

I turned to the lady and said, "Madam, will you pardon me for breaking in on this? I am deeply interested in this particular thing. I am making a study of the possibilities of shoe repairing. How long did the first sole on this shoe wear?"

"Well, it just wore six days," she said.

"Are you sure of that, madam?"

"Perfectly sure."

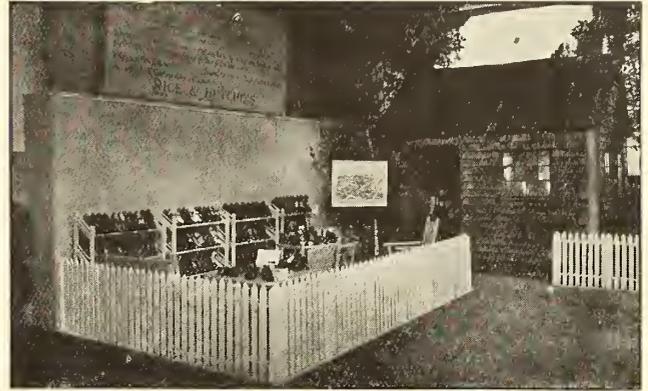
"Six days. Do you know how much that cost you to wear these shoes per day?"

"I never thought of that."

"It might be interesting for you to figure it out," I said. "It cost you just 50 cents a day to wear that sole. Suppose this gentleman could put under them a rebuilt job, giving you a whole sole and rubber heels, and he wouldn't take any chance, but he will guarantee you 120 days' wear at a cost of \$4, which would be three and one-

THE OLD COBBLER'S SHOP.

One of the features of the Boston Style Show was an old fashioned cobbler's shop set up in the building by Rice & Hutchins, Inc. This was an exact



replica of the old 10x10 shop, fitted out in the old fashioned way, with the cobbler on his bench making and repairing shoes by hand. The cut shows the exterior of the shack.

third cents per day instead of 50 cents, which would save you \$25 on your cost, would you think that would be a good investment?"

"That wouldn't be possible," she said.

"I have a lead pencil and I will figure it out at 50 cents per day and at three and one-third cents per day on the cost of the second sole. I don't overlook the fact that the job was paid for at the rate of three and one-third cents per day. The saving is \$25."

"That is fine," she said, "and I will do it if you know the sole will wear 120 days."

I told her personally that I would guarantee that, and if they didn't wear I would refund her money. That repairman thought, "She doesn't need a complete job. All she needs is a \$1.90 job. Why put on that \$4 job."

Gentlemen, there is a work for you and me

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. **THE ESSEX HOTEL COMPANY** T. A. McCarthy, Tres.
Telephone Liberty 3520 Cable Address ESSEXO

BOSTON, MASS.

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

English Leathers Box and Willow Sides

The best from
the old country

THOS. REARDEN & CO., LTD.
BROCKLEY LEATHER WORKS
LONDON, E. 4 ENGLAND

*Largest Manufacturers
in the World of
Black Glazed Kid*



Surpass Leather Co.

FACTORY Philadelphia, Pa. SALES OFFICES New York Chicago St. Louis London
FACTORY Gloversville, N. Y.
Cincinnati SURPASS LEATHER CORPORATION, Boston, Mass.
BOOTH & COMPANY (London) Ltd., London, Eng.

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. Dun & Co., 38 King St. W.
TORONTO

The Collection Service, which has been proved most satisfactory by all users of it, is

Over 70 Years' Record of Efficiency

to do. It is most damnably important, and the first thing to do is to sell ourselves on the value of shoe repairing, and after we are thoroughly sold—and be sure you are sold—then go out and sell that idea through your salesmen to every repairer of shoes they meet. Let him know he has a service not equaled by the banks, and it is a service that will elevate the industry. Such a campaign will elevate the industry of which we are a unit to where that industry will be one that you will be proud to say, "I am in the leather and findings business, and I link up with a shoe repairer who is saving soles and healing people throughout the United States and other countries."

THE CHILDREN'S DEPARTMENT

Lockett's Shoe Store, of Kingston, have found their children's department a successful proposition. Covering that question, Mr. L. C. Lockett says:

"In our store we have a department for kiddies. We built a platform 32 inches high with shelves under, and 36 inches in depth and 10 ft. long. On this platform we have two rattan or wicker chairs, small size, a Ma Ma doll and a couple of toys. We have a background and sides to this platform of beaverboard, painted or decorated with Bunny Rabbits and animals, (we change this background about twice a year). We have hanging at each end of this platform a canary bird in a cage. We find that the kiddies like the chairs and the birds and the mothers like to see that we take an interest in their children. We can fit their shoes much better when at that height and they can stand and walk up and down on the platform if they want to.

"Business is changing so much these days that all new ideas are worth trying. We find that this Kiddies' Department is worth while, and if a merchant has the time to look after it and the right kind of salespeople to help him we think it would pay to fit up a department for this trade."

DO LOW SHOES THICKEN THE ANKLES?

It is announced that the French Academy of Science in Paris, France, will pass authoritative judgment on the question now agitating all Paris, whether low shoes cause large ankles. For some days the matter has been warmly debated and milady is commencing to have grave doubts about the delicate slippers, sandals and sabots which the mode decrees.

Investigation, however, would indicate that the bootmakers of France may have more to do with the matter than is suspected. This Spring they felt that, because low shoes have had a monopoly for three years, there would be a demand for a change. So they got ready large supplies of high shoes and had it announced far and wide that they would be the rage this year. The women, however, failed to fall for this argument and insisted on clinging to the more dainty shoes.

Should France's highest medical authorities obligingly support the theory that ankles increase the girth when incased only in the flimsiest silk instead of leather uppers, then the prospects of the return of the high shoe and the consequent clearing of shelves of the factories would be much brighter.

Needless to say, the silk stocking trade is just as anxious to keep the high shoe out as the shoemakers are to bring it in, so the war between the rival industries for the favor of the medical savants promises to be bitter.

WHEN TO STOP ADVERTISING.

It is easy to know when to stop advertising. When every prospect has been transformed into a customer, and every customer has become so thoroughly a creature of habit, that it is impossible for him to ask or even think of a rival product, you may cut out advertising.

When new, upstart concerns stop using printer's ink to announce their existence, and explain what they sell and where it may be bought, you may squarely turn your back on the printed page.

When big national advertisers proclaim that they have been the victims of a gross delusion, and that their faith in printed publicity has led them woefully astray, you may disband your advertising department.

When non-advertisers begin to outstrip their competitors who advertise, you may safely divert your appropriation to an old age pension fund.

When your dealers and distributors, with the hearty endorsement of their customers, resolve in convention, called for the purpose, to stock your goods to the rigid exclusion of all rivals' lines, you may confidently dispense with the mighty agency of advertising.—**Marketing.**

CLASSIFIED ADVERTISEMENTS

TRAVELLER wants a line of medium Grade Dining Room and Bedroom Furniture, Iron and Brass Beds for Eastern Ontario and Ottawa Valley. References if desired. Apply Box 57, The Furniture Journal of Canada, 545 King Street W., Toronto.

FOR SALE—Shoe Store in Ottawa, clean, up-to-date stock, good location, long lease, \$5,000 to \$6,000 will handle. Good reason for selling. Box 111, Shoe and Leather Journal, 545 King St. West, Toronto.

FOR SALE CHEAP—One 22ft. Goodyear outfit with post for stitcher head. Good condition. To-day's price new \$660.00, a sacrifice at \$260.00, also one Summit Splitting machine \$85.00 in new condition. Owner has quit business. Apply Box 571 Ingersoll, Ont.

GENTLEMAN, living in Central England, having thorough knowledge of Leather Trade and good connection in the Gloving Districts, desires to represent reputable firm of light leather tanners. Address Z. Y. 853, c/o Deacon's, Leadenhall St., London.

SHOE BUSINESS FOR SALE as going concern, reason for selling, accepted municipal position. Write N. A. Zick, Waterloo, Ont.

WANTED FOR TORONTO—An A.I. Foreman or Superintendent for Boudoir Factory with experience in cost figuring preferred. Good future for right man. Reply fully stating past experience, references, wages expected, when available, etc. Replies treated strictly confidential. Box 112 Shoe and Leather Journal, 545 King St. W., Toronto.

HIGHLY EXPERIENCED RETAIL SHOE MAN, qualified to hold a seniority or managership is open for a position. Willing to handle stocks for assignees and bankrupt stocks offered for clearance sale or would take charge of Foot Comfort Department. Would also consider a resident sample room proposition. Writer has a thorough knowledge of shoes and a complete understanding of retail merchandizing. For further particulars apply Box. 114 Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED:—For Toronto, Montreal and large towns in Quebec and Maritime line to be carried with high grade women's Welts and Turns. Only Best Grade of accounts called on. Box 113, Shoe and Leather Journal, 545 King St. West, Toronto.

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 Wareroom and Cutting Department
252 Notre Dame St. W., Montreal**PERCY J. MILBURN, Agent**

BRANCH WAREROOM

553 St. Valier Street, Quebec City

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 LimitedHead Office
27 Front Street East
TorontoTanneries
Woodbridge, Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que



ALL ABOARD Direct through Connections from "HOOF TO BEAMHOUSE"

Only stops to improve quality and selection. Depots at all principal Hide centres including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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REPCO

HEEL and EDGE ENAMEL

Symbol of Summer Whiteness



*Packed in convenient 2 oz. Bottles—
—Each in separate carton with brush and stirring stick.*

MAKES SHOES LOOK NEW

Contains no shellac or other gummy substances.

Flows on smoothly and easily—Covers well.

Looks White and Stays White

Used by the leading shoe repairers from coast to coast

Other fashionable shades—Ivory, Light Grey, Dark Grey, Champagne
and Havana Brown.

Sell Repco to your customers with colored shoes.

Order a fresh supply to-day.

UNITED SHOE MACHINERY CO. OF CANADA, LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S.

QUEBEC
28 Demers Street

Her Ultimate Choice is Patent
Clarke's of Course



Mention "Shoe and Leather Journal" when writing an advertiser

THE SHOE & LEATHER JOURNAL





August

Is the Vacation Month

Remind Your Customers Who Go Away

See that "Gutta Percha" Canvas Shoes are suggested to all your customers who leave town for the summer or even a short vacation. In the confusion of getting away they may overlook this purchase.

"GUTTA PERCHA" Canvas Shoes

Are an almost indispensable part of the vacation equipment. The lightness, coolness and foot-freedom enhance the "rest-and-health" feature of vacation

For Lake, Mountains, Woods or Sea-shore

There is a welcome and pleasant sensation in the firm, ground-gripping, sure-footedness afforded by the flexible rubber soles.

Manufactured Exclusively By

**Gutta Percha & Rubber
Limited**

Head Offices and Factories, Toronto

Branches from Coast to Coast

The advertisement features a central graphic of a shoe counter with "MADE IN CANADA" inscribed on it, set against a map of Canada. Above the counter is a beaver logo. The entire graphic is enclosed in an oval frame with the text "CANADA'S NATIONAL COUNTER" around the top edge. Below the graphic is a shield-shaped logo with the letters "D & P" and a small circular emblem containing a gear and a hammer. The main text is enclosed in a decorative border.

Better Made Women's Shoes

are the result of using D. & P. UNION THREE PIECE COUNTERS. When made with these specially prepared high grade counters women's shoes of the lightest, daintiest type are more durable, better-fitting and with shape-holding qualities that withstand the longest wear. They fill a most important need in to-day's shoemaking.

Fibre Counters For Your Fall Lines

Buying D. & P. FIBRE COUNTERS of the exact grade to suit your shoes means economy in your shoemaking and greater value in your shoes. The different D. & P. grades vary only in the selection of the fibre. They are all of the same faultless workmanship, whether graded for Fine, Medium or Staple Lines.

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 Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



Popular Shades

Ask to see samples of the latest shades of brown, red and tan which promise to be the leaders for the coming season in high class shoes. Insist on

Davis Colored Calf

The most modish and satisfactory leather for either men's or women's fine shoes on the market.

Black Vogue

According to authorities are coming back strong in fine and medium lines. See that your lines of everyday sellers are complete in

Black Dominion Calf

The handsomest, mellowest and most economical black leather on the market.

Popular Prices

Those who are looking for popular priced shoes that have all the wear, appearance and texture of the very best should ask for samples of

Davis Boarded Veals

An ideal leather for stylish shoes of the inexpensive kind.

We shall be glad to meet you at Booth G in the Coliseum at the Canadian National Exhibition, August 25th to September 8th.

**DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONTARIO
CANADA.**



Buy Your Work Shoes At Robinson's



637. Men's Mahogany Grain
Blucher, Standard Screw, Tip
Price \$2.95

IMMEDIATE SHIPMENT

*On this and other special values in well made,
good fitting workmen's lines.*

No. 637.	Men's Mahogany Grain Blucher, Standard Screw, Tip	\$2.95
No. 634.	Men's Mahogany Grain Blucher, Standard Screw, Plain Toe	\$2.95
No. 697.	Men's Mahogany Split Blucher, Grain Tip, Standard Screw	\$2.45
No. 698.	Men's Mahogany Split Blucher, Standard Screw, Plain Toe	\$2.45
No. 593.	Boys' Mahogany Split Blucher, Grain Tip, Standard Screw	\$1.90
No. 594.	Boys' Mahogany Split Blucher, Standard Screw, Plain Toe	\$1.90

These lines represent best values in Canada. Write, wire or 'phone your orders now. Sample pairs sent on request. Terms: 30 days from shipment.

George Robinson, Limited
29 Victoria Square Montreal



Again In The Lead

Keeping Abreast of the Times--The Policy That is Never Lost Sight of in Bell Shoemaking

has resulted in this beautiful new model—fancy instep strap, one button, brocade quarter, patent vamp, black suede calf trimming, turn sole, 17/8 heel. Also made in lower Spanish heel and other combinations if desired.

It already has met with wonderful success—one of our many new creations that mark the latest advancement in footwear design and will capture the quality trade for late Summer and Fall.

*See the Bell Display at the Canadian-Made
Shoe Exhibit at the Canadian National
Exhibition, Toronto, Aug., 25th-Sept., 8th.
BOOTH NO. 12*

J. & T. BELL, LIMITED
Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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

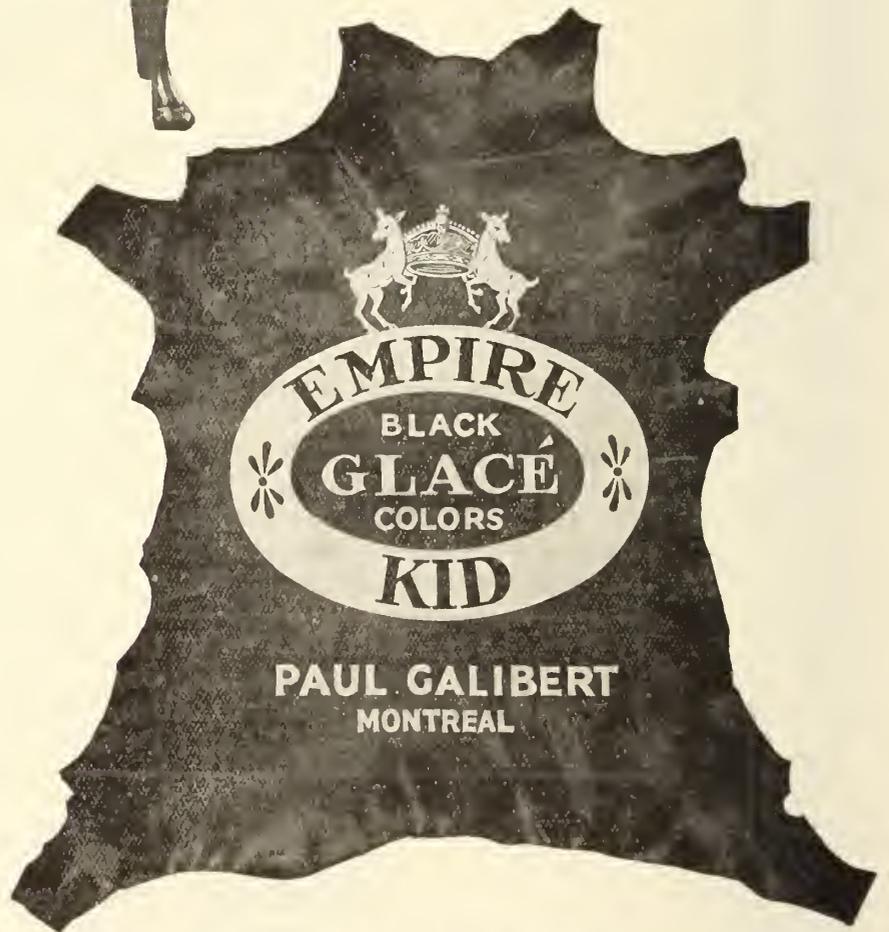
*Appeals
to the Fancy
of the Fashionable*



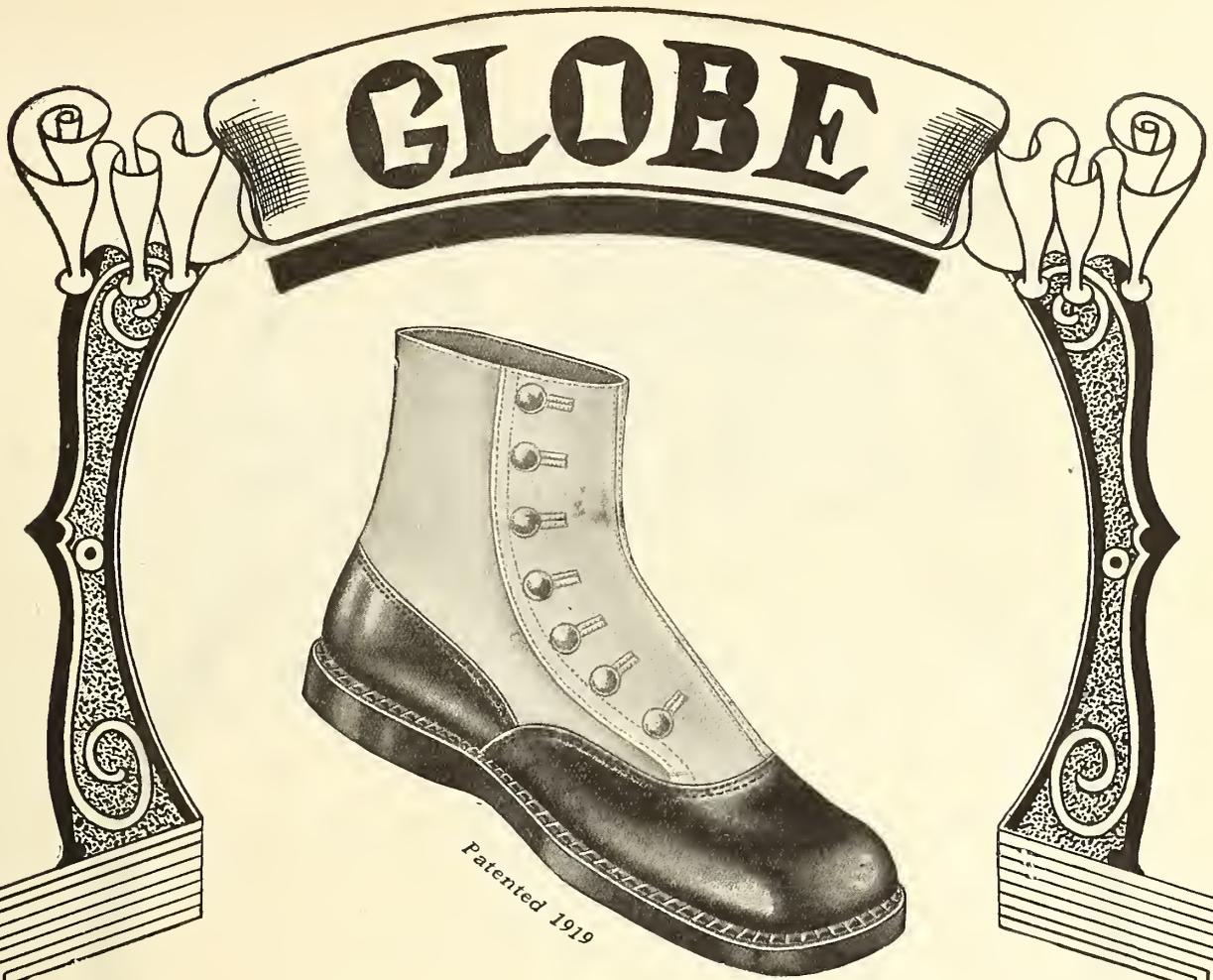
Empire Glace Kid is the logical choice of the makers and wearers of the finest style shoes.

Its lustrous appearance gives that most desired characteristic to a fashionable shoe—**DISTINCTIVENESS**—emphasizing all the beauty of the last and pattern.

The latest vogue in footwear shades are shown in Empire Kid. See us now for your coming season's requirements.



PAUL GALIBERT
MONTREAL, P.Q.



Sales Built on Satisfaction

Delighted wearers prove the fact that children's feet are comfortable and healthy in Globe "Pillow Welt" and "Baby Pillow Welt" Shoes. Good shoemaking is the secret of the long wear that wins for these specialized shoes the high estimation of parents everywhere. They sell well because they are made right.

*They are the only genuine Goodyear Welt
Shoe made with a Pillow Welt Insole.*

Just notify us for a Globe salesman to call whenever you want to see the entire line.

Carried in stock by A. Lambert, Inc., Montreal.

GLOBE SHOE, LIMITED

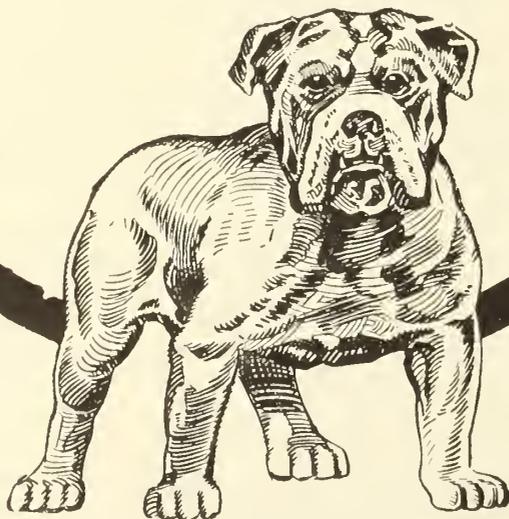
TERREBONNE
Montreal Office---11 St. James St.

QUE.
Representative---J. A. BLUTEAU

BULLDOG SOLE LEATHER

BULLDOG SOLELEATHER continues to grip the Canadian Public's attention — more actively and favorably than ever, as the signal advantages it offers to the everyday man, woman and child, become better known.

Manufacturer, retailer, repairer, if you are alert for *fast turnover* and *additional profit*, you will find in BULLDOG SOLE LEATHER business building possibilities decidedly worth your while, to cultivate.



"Wears twice as long as ordinary leather"

Backed to the hilt by advertising

Toughest Leather Ever Tanned

TANNED ONLY BY
BEARDMORE & CO.
Tanners Since 1844

Toronto — Montreal — Quebec — Acton

Mention "Shoe and Leather Journal" when writing an advertiser



CANADIAN NATIONAL EXHIBITION

THE SHOW WINDOW OF NATIONS

Aug. 25th - Toronto - Sept. 8th

Estimated Attendance - 45th. Consecutive Year - 1,500,000

Programme without precedent in its variety and extent

Scores of new features, and all of the old that have retained public favor

Gorgeous Cleopatra Spectacle

Crowning Triumph in the Production of Super-Pageants

1500 Performers

JOHN G. KENT, Managing Director

ROBERT MILLER, President

Look For Ralston's Exhibit Canadian National Exhibition Toronto, Aug. 25th to Sept. 8th

We extend to you a hearty invitation to visit our booth in the Shoe Section located in the Coliseum near the Eastern entrance.



Ralston's Polishes

"A Dressing for every shoe"

The different seasons make it necessary that the merchant carry a large assortment of polishes and dressings. The dealer who stocks Ralston's Polishes can meet this demand because there is a Ralston Dressing or Polish for every shoe.



Above line comes in Brown, Tan and Oxblood

1923 and 1924 Slippers Spats

Our felt Boudoir Slippers in all colors, roll top, plain, ribbon trimming for next Fall deliveries are selling well. Also Juliets, hard and soft soles.

The spats and over-gaiters for men, women and children that we are showing for Fall are real values. The kind that hold the trade. Order now.



See our Cinderella Slipper at the Canadian National Exhibition valued at \$1,000.00

Robt. Ralston & Co.,
Limited
Hamilton Ontario

*Complete Range of
Shoe Findings*

W. B. HAMILTON SHOE CO. LTD.
T O R O N T O

We welcome you to Toronto during the Canadian National Exhibition, Aug. 25th to Sept. 8th. Please make our Offices and Sample Room your headquarters and look for our Exhibit in Booth 18 in the Coliseum Building, near Eastern Entrance.

We make goods that are good to look at and good to wear.

See our new "Model Shoe" Samples.

W. B. HAMILTON SHOE CO. LTD.
15 & 17 FRONT ST. EAST TORONTO

Duchaine & Perkins' Lines

Displayed
Booth 19

Canadian National Exhibition

Shoemen visiting the Exhibition at Toronto, Aug. 25th., — Sept. 8th., are cordially invited to visit our booth in the Canadian Made Shoe Exhibit in the Coliseum.

Our complete lines will be on display, and we will be featuring some styles and values that will afford you a timely opportunity to do some money-saving buying for Fall.

Be sure to call on us. This is your chance to prove by comparison with other lines that our shoes excel both for good shoemaking and moderate price.

DUCHAINE & PERKINS

195 De la Couronne

Quebec

Attention
Retail Shoe Men

When visiting the National Exhibition don't fail to see the exhibit of

Astoria
and
Liberty
Shoes

You no doubt have heard of the unusual styles and exclusive lasts employed in the manufacture of these popular shoes, and would like to obtain first-hand information about them.

We would like to make your acquaintance and we know you'll find lots to interest you in this exhibit of Canada's finest shoes.

Scott-McHale Limited

London

Canada



No. 467. *Infant's and Child's Patent Pump, Strap, Cushion Insole, Genuine Goodyear Welt, Widths C. to E.*



No. 444. *Infant's and Child's Gun Metal Calf Blu., Cushion Insole, Genuine Goodyear Welt, Widths C. to E.*

You are cordially invited to visit our exhibit at the Canadian National Exhibition, Toronto, Aug. 25th to Sept. 8th.

Booths Nos. 27 and 28, Coliseum Building

We will show a full range of staple lines, with many new lasts and patterns, in all leathers.



No. 1233. *Growing Girls' Mahogany Calf, 8 $\frac{1}{2}$ " Bal. Goodyear Welt, Built on the best Growing Girl's Last in Canada. Widths A. to E. Sizes 2 $\frac{1}{2}$ to 8.*



No. 785. *Women's Patent Turn Two Strap Slipper, Low Heel, Built on our famous fitting Growing Girl's Slipper Last. Widths A. to D. Sizes 2 $\frac{1}{2}$ to 8.*

The MacFarlane Shoe, Limited

Manufacturing Footwear Specialists

61 De Normanville Street, Mile End

Montreal



Announcing the
Tarsal Arch Corrective Shoe



IT took over a year of constant experimenting for our experts to finally satisfy us that this shoe was right in every detail. The last is designed on Nature's lines to give a true fit and this with the special flexible construction of the arch helps weakened feet to regain their normal health and keeps good feet strong and well through exercise.

This shoe in Black and Brown Kid Oxford is carried in stock in four widths and you can order any quantity in any size and width.

- A—4 to 9
- B—4 to 9
- C—2 to 8
- D—2 to 8

You will be welcomed at our booth No. 14 in the Coliseum Building, at the Canadian National Exhibition, Toronto, when we will be pleased to demonstrate this shoe to you.

IN-STOCK

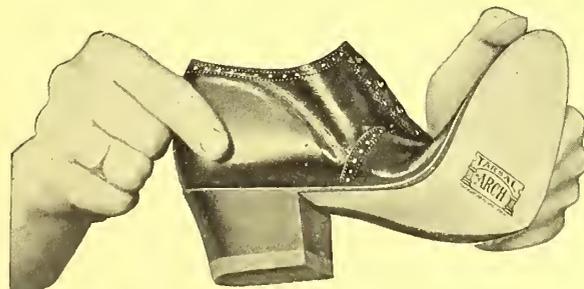
343—Black Kid Oxf. Rubber Heel.
 465—Brown Kid Oxf. Rubber Heel.

\$4.85

Net 30

Net 45 Maritime and West

Make faithful customers of women by carrying a line of these shoes.



Made only by

Perth Shoe Company, Limited

Perth

—:—

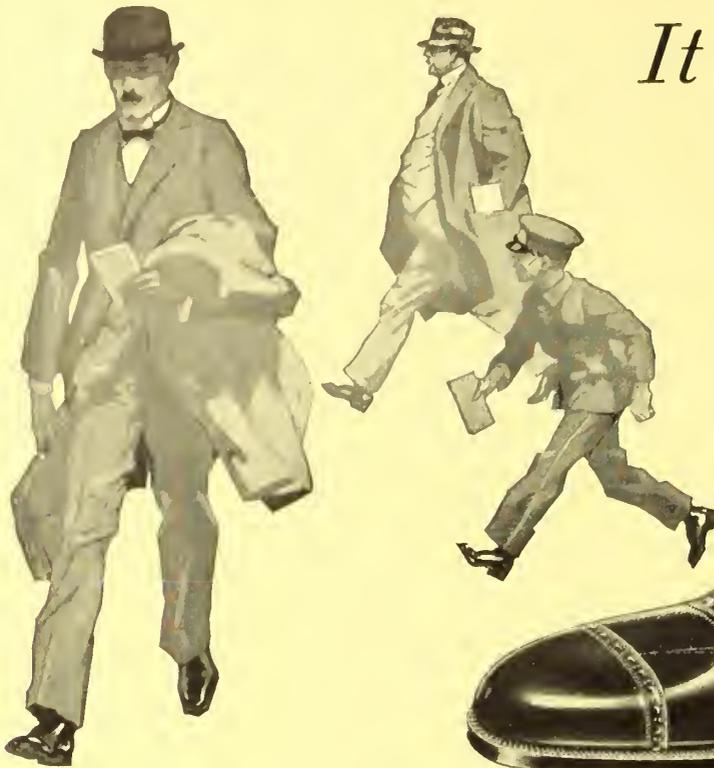
Ontario

W. S. PETTES
 Room 413, Windsor Hotel,
 Montreal, Que.

H. B. McGEE
 Room 706, King Edward Hotel,
 Toronto, Ont.

J. H. McGEE
 Royal Alexandra Hotel,
 Winnipeg, Man.

G. H. FERGUSON
 511 Bower Bldg.,
 Vancouver, B. C.



*It Speeds Up
Business*



The Man's Shoe with a Real Chassis

IF you want to swing into your shoe selling with a real zest—if you want to increase your profits with new business and maintain this greater volume of business—then give to your trade the shoe that means foot happiness—the man's shoe with the real chassis.

Men who do things—men who make good customers for you—are learning about this shoe, and they want it. Further, they are buying it and they are telling their friends, because no other shoe is like the Arch Preserver Shoe. No other shoe gives such satisfaction.

Style, foot health, comfort, good wearing quality, everything that should be in a shoe—everything that can be in a shoe.

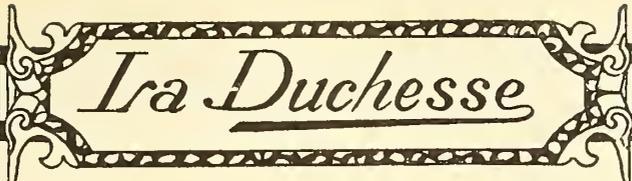
Made by us under special license from E. T. Wright & Co. Inc., Rockland, Mass.

The Arch Preserver and Talbot Shoes will be on display in Booths M and N at the Canadian National Exhibition.

"Keeps Good Feet Good"

THE TALBOT SHOE CO. LTD.

ST. THOMAS, ONTARIO



La Duchesse

Wait And Buy Right

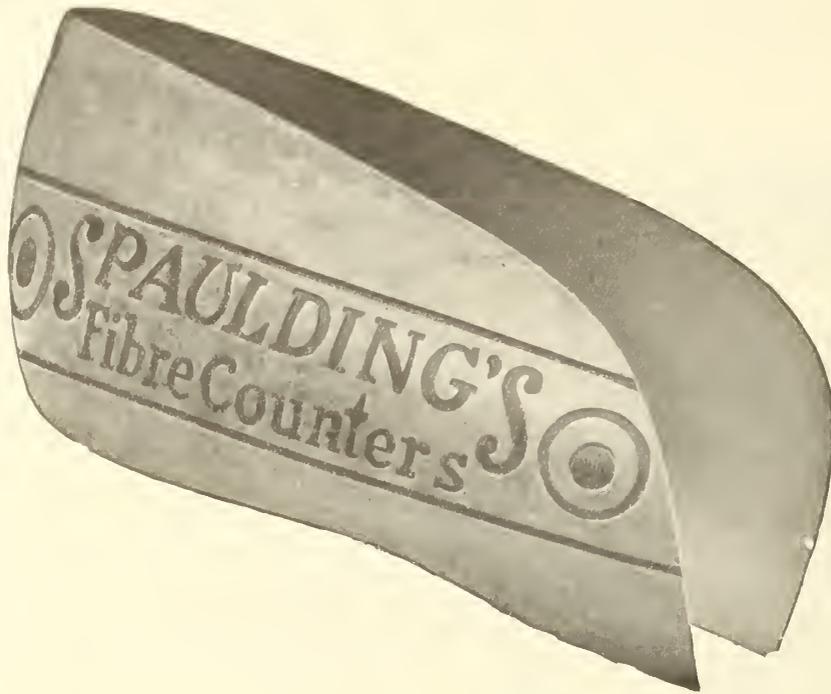
Wholesalers, under to-day's conditions, have to take advantage of every buying opportunity possible, and the very special chance shortly to be offered in the new La Duchesse Lines is one you cannot afford to miss.

The greatest of care is being exercised in making these new lasts and patterns an absolutely true expression of the vogue of the day in footwear. But of even more importance to the trade are the exceptionally moderate prices—quite out of the ordinary for such well made shoes, offering the very appeal that shoe selling to-day requires.

FOR BETTER BUYING, SEE THESE LINES.

“La Duchesse” Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*



With Spaulding's Fibre Counters in your shoes you can be sure that they will retain a trim, perfect shaped back that will reflect credit on your line and result in greater all-around buying appeal.

We make our own fibre

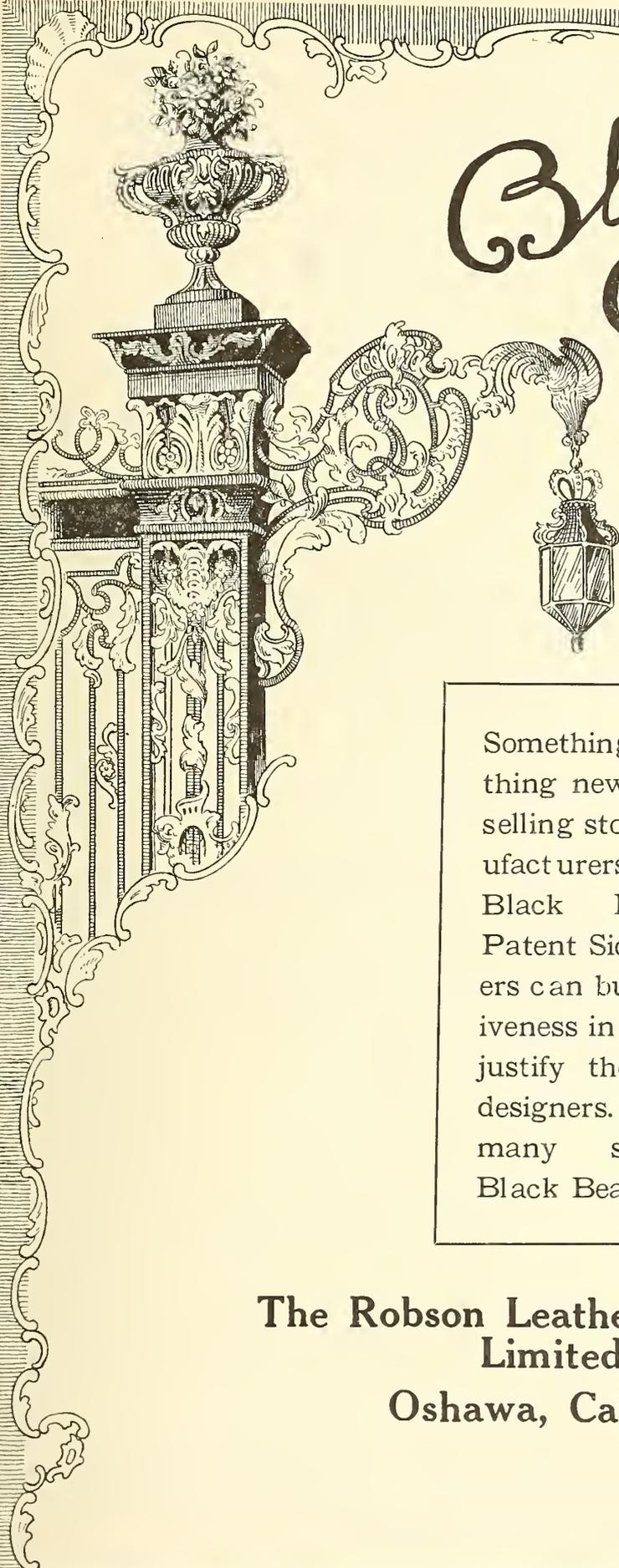
J. SPAULDING & SONS CO., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA John G. Traver & Co. 141-143 No. 4th St.	CINCINNATI The Taylor-Poole Co. 410-412 E. 8th St.	ST. LOUIS The Taylor-Poole Co. 1602 Locust St.	CHICAGO J.E.D. McMechan & Co. 217 W. Lake St.
SEVEN FACTORIES			
Tonawanda, N. Y. No. Rochester, N.H. Townsend Harbor, Mass.	Rochester, N. H. Milton, N.H.	English Agents: J. Whitehead & Co., Ltd. Leicester, England	

Canadian Agents: International Supply Co., Kitchener, Ontario, and Quebec City
V. Champigny, Montreal.



Black Beauty

*Chrome Patent
Sides*

Something different, something new. That is the selling story of most manufacturers to-day. With Black Beauty Chrome Patent Sides, manufacturers can build such distinctiveness in their shoes as to justify the efforts of the designers. That's why many shoemen prefer Black Beauty.

**The Robson Leather Company
Limited**
Oshawa, Canada

KING KID

Common Sense McKays for Women

In King Kid Shoes is offered a specialized line of Women's McKays in which the lasts and the shoemaking give genuine "common sense" features in both fit and value.

Include the King Kid Common Sense Line in your plans for Fall buying. See for yourself the attractive styles and moderate prices that are making these shoes remarkably good sellers.

Showing a range of Oxfords specially styled and priced to meet a big demand for Fall.

The KING KID SHOE CO., LIMITED

2419 Notre Dame St., East

Montreal

Ontario Representative, J. Burn, 70 Lombard St., Toronto

UPPER LEATHERS

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

Marsh Brogues are Considered Staple

Men have taken up this style as a proper shoe for fall wear and more

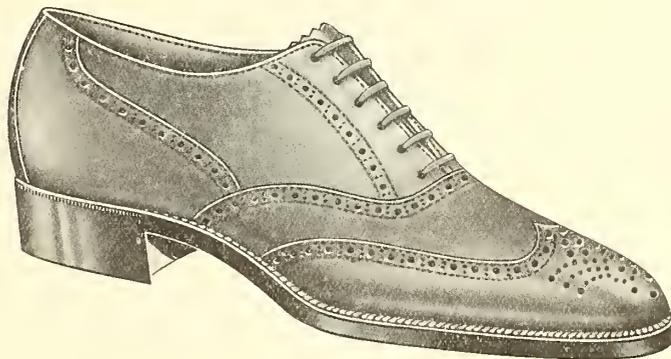
of them than ever will be moved in the coming season.



Made in Tan Willow and Black Willow. Full double sole. C. D. & E. widths.

Two Good Bets for Fall

Made in Tan Russia Calf and Black Calf. Full double sole. B. C. D. & E. widths.



The mannish trend of women's styles indicates that brogues will be good sellers this fall. Our line for fall is complete and in addition to the styles shown here, contains a range of shoes you should not fail to see.

THE W^M A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

SOLD BY ALL LEADING JOBBERS FOR THEIR BEST GRADE SHOE

ROOM N

**PERMANENT SAMPLE ROOM
QUEEN'S HOTEL**

TORONTO



CALF AND SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO, CANADA

Foremost Among Oxfords for Fall

This Oxford has been a big seller all Summer, and that it will continue to grow in popularity is one of the CERTAIN-TIES in the coming Fall selling.

Its very appearance denotes the comfort and long wear, as well as fitting quality, which result from its well modelled last and good dependable shoemaking.

If this number is not in your stock, order it NOW, at the same time looking over our many other



Men's Calf Oxford, Black or Tan, Square Toe, Single Sole. Also made with Rubber Heel.

Style Specials, Moderately Priced

DUPONT & FRERE, LTD.

301 Aird Ave., Montreal



The Real Thing In Staples

The genuine worth of Yamaska Brand Shoes is never questioned. Their well known reliability is one of the biggest helps in a merchant's shoe selling to-day. With sound shoemaking assuring longest wear, and moderate price bringing them within the demands of the majority, they are the safe, popular line that creates steady trade.

Leading Yamaska Lines now ready for immediate shipment from

OUR NEW IN-STOCK DEPARTMENT

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.



*“And the “Hotel Cleveland”
is my home when my trip
brings me to Cleveland!”*

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

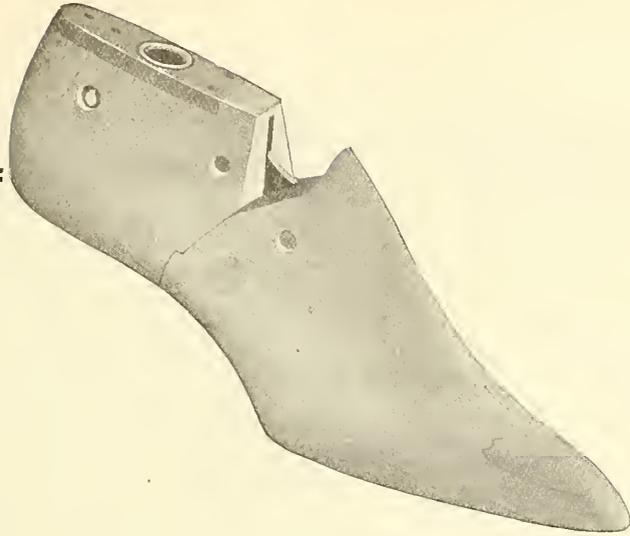
1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!



Hotel Cleveland
CLEVELAND, OHIO.



Style

New, Original, Correct

Style, to be worthy, must be the outcome of close intelligent investigation and a masterly knowledge of the principles of design.

Lasts and patterns are the very foundation of style, and now when planning your style creations for Fall is the time to consult United Last and Pattern Makers—giving you the service of the most finely equipped organization of its kind in Canada.

United Last Company Limited

Lasts and Upper Patterns

MONTREAL, QUE.

Toronto Sales and Pattern Shop, 76 Richmond St. East

THE
FOOT ARISTOCRATIC



VICI kid advertising is continuing in The Saturday Evening Post and The Literary Digest. Over 85,000 copies of these magazines circulate in Canada. On an average of three people read each copy. A quarter of a million Canadian people may be safely counted upon to read VICI kid advertising regularly. They will want shoes of VICI kid. They will buy shoes of VICI kid.

Your discriminating customers select shoes of VICI kid

Since 1890—the year VICI kid introduced the refinement of style found in shoes to-day—more and more people have more and more demanded shoes of VICI kid.

and lasting lustre. It sells because it measures up to every dictate of fashion. It sells because it meets every individual foot requirement in fit, serviceability and style.



VICI kid *sells* because it is a delight to the eye in its fine grain

No other leather combines all the advantages of VICI kid.

ROBERT H. FOERDERER, Inc.
Philadelphia

Selling Agencies in all parts of the world

VICI kid

(Reg. U.S. Pat. Off.)

THERE IS ONLY ONE VICI KID

THERE NEVER HAS BEEN ANY OTHER

Mention "Shoe and Leather Journal" when writing an advertiser



In-stock Lines

Why not build up a permanent profitable business by concentrating on such shoes as these? Our In-stock Department helps you to do it without obliging you to carry a heavy stock.

We invite agency inquiries from cities and towns still open.

SMARDON SHOE CO., Limited, MONTREAL
SMARDON TARSAL-EASE SHOES

Clothe the feet with every reasonable regard for comfort and elegance, and yet—attaining their highest development—the feet are preserved in the fullness of their strength and beauty.



565. Fine Glazed Kid Tarsal-Ease Straight lace Oxford. Welt Sole Tarsal-Ease Last 112.

\$6.75



562. Fine Glazed Kid Tarsal-Ease Straight lace Oxford. Welt Sole. Tarsal-Ease Last 107.

\$6.75



578. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole. Tarsal-Ease Last 117.

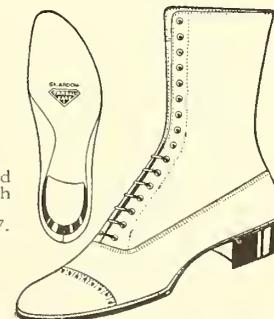
\$6.75



181. Fine Glazed Kid Tarsal-Ease, 8½ inch Bal. Welt Sole. Tarsal-Ease Last 112.

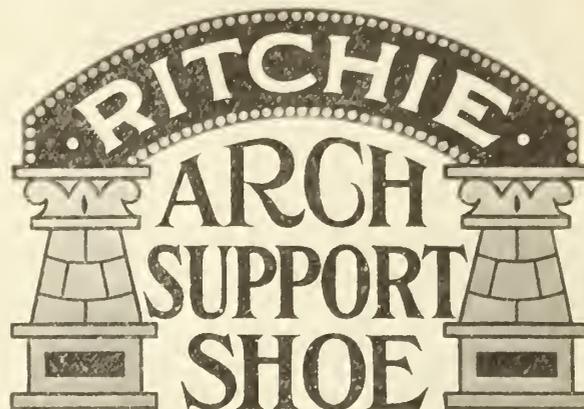
\$8.65

SIZES:
AAA 4 to 9
AA 3½ " 9
A 3 " 10
B 2 " 9
C 1 " 10
D 1 " 9
E 2 " 8
578 also carried in
AAAA 5½ to 9



178. Fine Glazed Kid Tarsal-Ease, 8 inch Bal. Welt Sole. Tarsal-Ease Last 107.

\$8.55



for Men

Supports Falling
Arches.
Prevents Flat Feet.
Preserves Normal
Arches.



THE JOHN RITCHIE COMPANY
LIMITED
QUEBEC, P.Q.

Wholesale
Distributors

J. Leckie Co., Ltd.,
Vancouver, B.C.

Amherst Central Shoe Co. Ltd
Regina, Sask.

Congdon Marsh Ltd.,
Winnipeg, Man.

London Shoe Co., Ltd.,
London, Ont.

J. A. McLaren Co., Ltd.,
Toronto, Ont.

Miner Shoe Co., Ltd.,
Montreal, P.Q.

Brown Rochette Ltd.,
Quebec, P.Q.

Amherst Boot & Shoe Co., Ltd.,
Amherst, N.S.

J. M. Humphrey Co., Ltd.,
St. John, N.B.

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:
510 Coristine Building

Boston Office:
161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

Keeping Everlastingly At It

SOME people get along fairly well so long as the stream is smooth and the current runs with them, but when they strike a bit of rough water, their nerve fails and their muscles relax.

A brave heart and honest work will pull a fellow through any difficulty, and these simple ordinary qualifications are possible to everybody endowed with a sound mind and a healthy body.

Fear is man's greatest enemy. It paralyzes brain and arm, and often makes a scrap heap of life as well as business. The man who puts fear behind his back has half won life's battle.

Hard work is another quality within the reach of everybody. Nobody can hinder a man putting in as many hours a day as he likes into a job, and it is the men who are not afraid of doing too much who are getting there these days.

Someone has said that the secret of success is "keeping everlastingly at it," but there are people who are in perpetual motion and never seem to get anywhere.

Keeping at it means hard work with a definite objective, and the man with an aim, whether he be paddling or running a shoe business, always gets somewhere if he puts good honest licks behind it.

There is success to be obtained at the shoe game, even under adverse conditions and a few are demonstrating this fact amidst all the groaning and moaning that burdens the air.

There is business to be done and someone will do it if you don't. Cut out senseless complaints and put time and effort into something worth while.

Make every day tell by doing an honest day's work with a definite purpose. The weeks and months will take care of themselves.

In The Market Place

GENERAL conditions throughout Canada continue to improve although there is naturally some disappointment with regard to low prices for farm produce and country dealers are somewhat afraid of the farming community's attitude as a consequence. Indications all point to an unusually large wheat crop and it is claimed that the world yield will be the largest on record. Already the effect is felt to some extent in the west, where there is a little increased tendency to go slow on buying. But there would be the same complaint if the crop were short and the only thing to do is to go ahead on the supposition that there will be a fair amount of money circulating in the agricultural community.

The general outlook is good. The railroads are handling more business than they have had for a long time and are as a consequence spending money more freely in expansion. With a large crop to move this fall, this will make them still busier.

The stock market has recovered from the recent set back and is gradually establishing itself upon a more satisfactory basis. Expansion in some lines was overdone for a while, but industrial business has settled upon a more conservative basis, and money is more available than it was a few months ago for industrial development. The taking up of the Government Loan the other day by Canadian financial concerns is another indication of the return of confidence. A few years ago a flotation of this character and size would scarcely have been thought of in Canada.

In general lines of merchandise throughout the country, there has been a steady movement, and although the volume is comparatively light on account of summer conditions, wholesale men in basic commodities seem to be very well satisfied with present conditions and outlook. Prices are remaining fairly steady and August promises less uncertainty than was expected two or three months ago. Everybody seems hopeful of a good fall season ahead.

Retail Shoe Trade

Business in summer goods has been fairly brisk but there has not been the rush that was anticipated on white goods particularly. The diversity of styles in low shoes is largely responsible, the demand for black, tan, and colors running well into midsummer. At first the call was for white, trimmed with black and colors, and then the full colored shoes took a run in the smaller places particularly. Whites were the thing towards mid July especially in the larger centres, but recently the strength of the demand has developed in white with white kid trimmings. Through all there has been an insistence on suede, with buck and kid in white beige, grey, dark tan and colors. In fact women have been bewildered by the variety of pretty shoes, and the cheapness of some of these has cut off trade of the better class in them. Retailers complain that competition with cheap shoes made in imitation of the better lines has ruined the sale of their best lines. Most dealers are now

planning for clearance sales of their summer shoes, which they realize must be off the premises before the end of the month. The cool weather has helped trade in ordinary lines during July which showed a good average.

Shoe Manufacturing

Business has been spotty. Some concerns have been fairly busy with repeat orders for summer goods, but these are largely in the cheaper class. For the most part manufacturers are marking time, and planning for the completion of fall business while preparing samples for spring trade. On account of better summer business with retailers there has been a slight improvement in the volume of regular fall orders which in staple lines have come in a little more freely. Nevertheless it seems almost impossible even yet to get things started. In spite of the fact that many retailers have lost trade through shortage of summer stocks, which were not ordered in time, it seems to be impossible to get them to avoid a repetition of this unfortunate occurrence in connection with fall trade. It is estimated that not over sixty per cent of the goods needed for regular fall business is yet on order and manufacturers are wondering how they are going to fill them in time for sale in September or October.

The Wholesale Shoe Trade

The season has been most perplexing and disappointing to wholesalers who have found it a most difficult game at all times to meet the changes in demand for summer shoes. Most of the establishments have provided large stocks, and buying has been of a very desultory fashion. The demand has varied so much that it has been difficult to keep pace with it. Concerns who stock largely with white shoes, will, therefore, have to carry them over or sacrifice them this summer in order to clear their shelves. As far as jobbers are concerned, the buying for fall requirements has not been half completed, and sorting trade has been so limited that stocks in some lines are almost unbroken. Wholesalers have been east and have their samples for the coming spring season, although it has been very difficult to form any idea of what will sell readily for the coming spring season. However, most of the trade have a fairly good line of samples and it would seem as though manufacturers were banking on a continuance of the low shoe demand that has existed for the past two seasons.

The Leather Trade

During the month business has been quieter than ever with tanners who have devoted the time mainly to stock taking, and getting ready for demand for leather for fall needs of shoe manufacturers. A fair amount of export business has been done and tanners have been only putting in sufficient hides to keep their establishments up to a moderate point of effectiveness. Some leather has been selling in small lots and it is reported that concessions have been made here and there in order to maintain something like capacity, but no serious reductions have been made in prices as far as we have been able to learn, and in the fashionable lines of calf and kid, there is a little better demand, but otherwise the market may be said to be lethargic. The hide market since the recent clean up has made some improvement, especially in packers, but not enough to make any difference in the situation.

Stray Shots from Solomon

Giving advice to a fool is like pouring water into a sieve. You might as well try to get a nail into a rock as sense into the pates of some people. A lawyer remarked the other day that he had a man come to him with a trivial cause against his neighbour. As he was personally acquainted with both parties to the dispute he advised his client to go home and try and settle the matter amicably. He got

WASTED roundly abused for his pains
WIND and the irate client went to another lawyer and had his suit entered. He lost it but carried it to the Court of Appeal and from there to the Supreme Court. It ended adversely, and it cost him so much money that he was bankrupt. The lawyer says the next fool that comes along with a case of this kind he will let him have his own way and keep his advice to himself. There are men, who, when advised along a certain line, are almost certain to take an opposite course. Someone has said "never give advice: if the object of it be a wise man he will not need it; if he be a fool he will not follow it." There is no doubt that much breath is wasted in the endeavor to keep fools in the right track. At the same time a man clears his own conscience when he devotes a little time towards trying to prevent fools running their heads against stone walls.

* * * *

There is no man who boasts of his "liberty" more than the lazy man, and yet there is no more abject slave than the loafer. The hardest and meanest master to serve is Self, for he is never satisfied and never relents. The free man is he who can say to his own mind and body, "I am master." The controlling of others is but child's play compared with holding the reins over one's own thoughts, ambitions and acts. "The hand of the diligent shall bear rule." In the light of self-control—for the very essence of diligence is self-control—

LAZINESS AND the diligent man has an
SLAVERY open door before him that no man can close. The

sluggard stands little chance of getting to the top. Diligence is the outward evidence of an inward condition. We do not take any stock in the diligence of the man with a ball and chain on his leg, or with a Winchester over him, neither in the alacrity of the boy who knows there is a "hot time" ahead of him if he does not get through his errand in a specified time. Diligence that is the result of force of circumstances is not much better. The kind of diligence that will bear rule is the kind that is born of love of the job. It is the man who is in love with his job, whether it be stone breaking or selling goods who will bear rule in his calling.

It is sad to see sensible people herd with fools. Birds of a feather do not always flock together or we should not find so many donkeys and mules allied to respectable cattle of the human kind. Some of the friendships or rather companionships must make angels weep. One thing is sure, the man who runs with fools will never raise them to his level.

DON'T RUN WITH THEM This is one of the sad but certain laws of life. "The companion of fools shall be destroyed," not by the judgment of heaven, but by the natural course of things. The person who intimately associates with the physically diseased cannot hope to escape the consequences; how much less can the man whose being is in close contact with mental or moral infirmity expect to maintain vigor of mind or character. Personal influence is a factor more telling in its potentiality than even the most thoughtful can conceive. Young man, you may boast of your superiority over the set with which you are running to-day, but the day will come when you will admit that you are as big a fool as the worst of them. There is no surer road to destruction than the highway of fools.

* * *

It is not the unbelieving blatherskites who go around inflicting their mouthings on a long-suffering public who do Christianity most harm; it is the dear little moral dwarfs who profess to represent its ethics and morals that make angels weep and devils laugh. The man who prays aloud and looks sanctimonious in the prayer-meeting, and who starves his clerks or gouges the people who sell him goods, does more to make infidels in a week than a man like Bob Ingersoll could accomplish in a year. Nobody

wants religion that makes a man **INFIDEL** nasty to his family, crusty with **MAKERS** his employees or associates, and mean with those who do business with him. The saying, "Business is business, and religion is religion," is branded by honest men as the philosophy of hell. If religion does not help a man to be square, upright, kind, considerate and courteous, he is better without it. This sniffing, shuffling sentiment that allows a man to feel good on Sundays and live a small, selfish, crooked life the rest of the week, is the most arrant humbug that this nineteenth century produces. The fact is that some people do not know religion from a pain in their stomach. They feel good as they sit back in a cushioned pew giving themselves up to the enjoyment of soothing music, and when the plate is passed and they drop a whole nickel hereon their little heaven is complete, they have that peculiar sensation in the region of the heart or stomach that leads them to think they have done the Almighty a favor. They go back Monday to their homes and stores to carry on the business at the old stand for the Devil.

Salesmanship Examination

Some further papers—Three that were close runners up in prize contest—Graded over seventy per cent.

THE following are the three papers next in order after the prize winners in connection with the recent Salesmanship Examinations. These examinations are arousing widespread interest and we have received a large number of commendatory letters from retailers and salesmen stating how much good the exams. are doing in arousing thought on merchandising problems.

The last examination was the best in bringing out real papers as almost all of them exceeded the fifty per cent standard necessary and the majority of them were on the honor standard of sixty six per cent.

The next Examination will occur in September and the Journal will be glad to receive suggestions in the meantime with regard to problems in practical, theoretical or ethical shoe selling that readers may suggest.

A. T. SEARLE, Ladysmith, B.C.

1. Gross expenses on sales 25%, Net profit on sales 5%: total profit required on sales 30%.

Shoe selling for \$1.00 carries 30% profit making cost 70¢. Shoe costing 70¢ sells for \$1.00; Shoe costing \$2.80 sells for $100 \times 280 \div 70 = \4.00

2. Part 1. On \$32,000 sales expenses are \$7,200. On \$100 sales expenses are $7,200 \times 100 \div 32,000 = 22\frac{1}{2}\%$.

Part 2. Total sales \$32,000 less expenses \$7,200 equals total cost \$24,800.

On cost of \$24,800 expenses are \$7,200; On cost of 100 expenses are $7,200 \times 100 \div 24,800 = 29\frac{1}{31}\%$.

3. On sales of 100 profits are 30%. On sales of 40,000 profits are $30 \times 40,000 \div 100 = \$12,000$. Sales 40,000 less profits 12,000 = cost \$28,000. Turnover \$28,000 divided by 8,000 = $3\frac{1}{2}$ times.

4. This might vary somewhat in different locations. I usually mark up 40% on heavy staples, 50% on reasonably staple fine lines, and 60% on extreme lines. These percentages being on the laid down cost price. The higher percentage being added for the reason that one rarely does any sorting up on style goods, as the styles change so frequently. This means that with say a 15 pair original order, you can count on at least two or three pairs being left on which you must sacrifice, whereas on a line on which you do sorting, you have practically no losses.

5. Outside of displaying prominently in windows and showcases, I believe the best stunt is to keep all lines of this description in a separate section of shelving. You and your clerks then have them right under your eyes at all times, and can keep tab on all lines and sizes in stock. On every possible opportunity, I display two or three of these lines to my customer, even though she may be purchasing something altogether different at the time, and if possible get her to let me fit them on when trying on the other lines. I do not particularly urge her to

Third Semi-Annual Examination for

RETAIL SHOE MERCHANTS and SHOE SALESMEN

EXAMINATION QUESTIONS

1. If your gross expenses are 25 per cent. of your total sales and you wish to make 5 per cent. net profit on sales, at what figure would you have to mark a shoe that cost you \$2.00 to realize this? Show how you work it out.
2. If your total gross sales for a year were \$32,000, and your total expenses \$7,200, what percentage would this represent: (1) on your sales? (2) on your cost? Figure out fully (assume no net profit.)
3. The total sales of a retail shoe business for a year amount to \$40,000. The average stock inventory is \$8,000. How would you figure the turnover, the average mark-up being 30 per cent. on sales?
4. What is a fair and proper mark-up for purely seasonal goods, or what is known as style goods. State your reasons.
5. What is the best selling system for avoiding loss on precarious lines? How would you proceed to sell or get rid of them in good time?
6. How would you handle a customer who cannot exactly explain what he or she wants, and who is so silent and undeemonstrative that it is hard to tell what pleases?
7. If you cannot suit a customer and happen to know that your competitor has a shoe that will suit, what would you do?
8. In case of a woman who insists upon buying shoes which will not match her costume or hosiery what would you do?
9. When you have a very positive customer who thinks she knows exactly what she wants, and you feel sure you can give her something that will suit her better, how would you go about it?
10. What is the best way to handle a grouchy or unpleasant customer who acts as though he thinks you cannot suit him and tells you so?

Ten marks will be allowed for each of the above questions, making one hundred in all, and awards will be made as follows:—

Cash Prizes.

Highest Marks, \$25.00; Second Highest Marks, \$15.00; Third Highest Marks, \$10.00.

Pass with Honors.

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

buy, merely explaining that they are new lines which I wished her to see. I find they often appreciate this little act of apparently extra trouble I take with them, and very frequently this results in extra sales either at the time, or later.

6. If you can get your customer to feel that you are ready to go to every possible trouble to suit them, you have gone a long way towards making a sale. It is necessary to show plenty of lines of quite diversified types, and watch very closely to get a line on which ones seem to meet their wishes. Don't be afraid to show plenty of shoes.

7. Get the customer to wait if possible while you procure same, or offer to deliver them to her address. If this can be done, without her knowing that you have had to procure them, so much the better. If the above cannot be accomplished, by all odds tell the customer where the shoe can be procured. The customer will appreciate your frankness, and I don't think you will lose by doing this.

8. If she positively insists after having several suitable lines fitted, by all means sell her the shoe she selects. She has a perfect right to her own opinion, and you will only antagonize your customer by openly disagreeing with her.

9. Show her exactly what she wants first. Get her to let you fit them. Then explain to her that you have several other lines she may not have seen, and offer to show her several of these. Do not under any circumstances disparage the one she originally selected, but when fitting the others, draw her attention to their many good points. If she shows an interest in them, you can then very delicately show her points of superiority over the other shoe. But above all, satisfy your customer.

10. The main point is to show your customer that you are ready and willing to try on every shoe in the store if necessary. Find out if possible what he thinks the difficulty will be. This sort of customer usually has the idea that he has a particularly hard foot to fit, and when trying to fit him, I think it is good policy to try to show him that you are really an expert at the business. By this I do not mean boasting, but go at the job of fitting him with an air that will convince him that you are thoroughly on your job, and have no doubts whatever about being able to fit him. If you can get him fitted in

this way you have made a solid customer for all time.

A. B. ZACKS, Peterboro, Ont.

1. The selling price in this case would be \$4.00. If you wish to figure your profits on your cost, then let your cost be 100 per cent. Similarly if you wish to figure your profit on sales, let your selling price be 100 per cent. The figures would be as follows:

Selling price is 100%; Subtract expenses 25% and net profit 5% or 30%, which leaves cost 70%.

The cost, however, is known to be \$2.80 which is 70% of the selling price. Therefore, the selling price would be \$4.00.

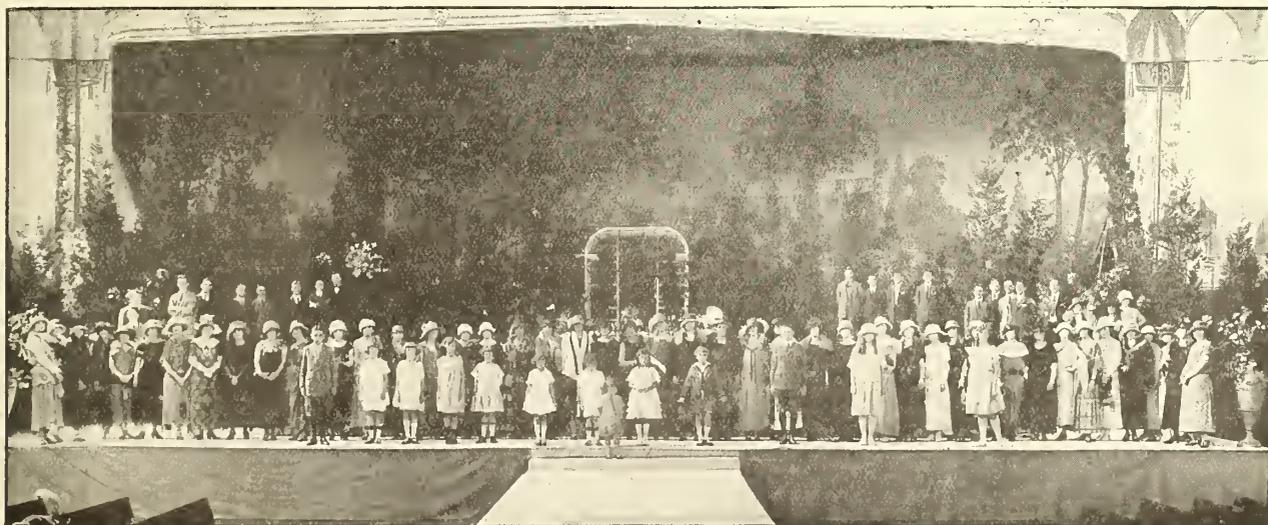
2. Using the same method as in the preceding question, the percentage of expenses on sales would be $7,200 \div 32,000$ of 100% or 22½%. To find percentage of expenses on cost you require to know your cost which is found by subtracting your total expenses from your sales. In this case, it would be $\$32,000 - \$7,200$ or $\$24,800$. Knowing the cost to be $\$24,800$ and expenses to be $\$7,200$ then percentage of expenses on cost would be $7,200 \div 24,800$ of 100% or 29 1/31%.

3. To ascertain the turnover one requires to know the cost of the goods sold. This is found by the same method as used above. Sales are 100% or $\$40,000$; mark up is 30% therefore cost of goods sold 70% or $70 \div 100$ or $\$40,000$ which is $\$28,000$. Next you divide the average stock carried into the cost of goods sold which works out as follows $28,000 \div 8,000 = 3\frac{1}{2}$ times.

Therefore the turnover is 3½ times.

4. I think that the proper mark up on novelty or purely seasonal goods is about 40% on sales. The reason for this can best be explained by employing a concrete example. Suppose a retailer buys 15 pairs of novelty shoes at a laid down cost of \$6.00 a pair. the cost of the 15 pairs is \$90.00. A fair mark up on shoes is considered to be 33 1/3% on sales. Therefore, the retailer should expect to realize \$135.00 for the 15 pairs. But it is not unreasonable to expect that 3 pairs will be left over which will probably have to be sold at a loss. Let us suppose he sells the three pairs at \$5.00 a pair. The figures below shows

(Continued on page 47)



Models on the Runway at the Boston Shoe Style Show

(Cuts by courtesy Shoe & Leather Reporter)

Joint Style Committee Recommendations

THE National Shoe Retailers' Association Styles Committee in joint conference with the styles committees of the National Boot and Shoe Manufacturers' Association, the Tanners' Council of America and the National Shoe Travelers' Association has arranged the following program for the guidance of retailers indicating what merchants should provide for selling during October, November and December, 1923.

The broad trend of style is here carefully weighed with advanced information from authorities in garment colors and apparel tendencies.

WOMEN'S STYLES.

Conservative Welts

The staple shoes of the store, conveying merits of service, comfort and appearance.

Patterns: Straps, 50 per cent.; oxfords, 50 per cent. Lasts: Medium prevailing lasts will continue; heels: 10/8 to 14/8; materials: black and brown leathers. Autumn brown, hazel, congo, mandalay, according to the official card.

Fashion Welts

A type of welt construction embodying as far as possible lightness of weight, close edging and trimness of lines.

Patterns: 1. Straps. 2. Oxfords. 3. Some gore effects. Lasts and heels: medium round toes in 9/8 to 13/8. Slightly broader toes in 13/8 and 14/8 carrying slightly shorter vamp. Materials: black ooze, plain or trimmed. Colored ooze in browns and beige colors trimmed with kid or calf leathers to blend. Patent, plain or trimmed. Medium gray ooze ("fog" as per color card), plain or trimmed. Beige colors are classified as thrush, hazel, mandalay, log cabin.

Fashion Turns

Patterns: straps will predominate. Dainty gore effects. There will be variations including straps, anklette and sandal effects. Lasts: medium with tendency towards slightly fuller toes in new oval toe type and slightly shorter vamp. Heels: Boxwood; 12/8 to 14/8. Full Louis and Spanish Louis, 13/8 to 17/8. Materials: 1. Black satin. 2. Patent. 3. Colored ooze. 4. Black ooze. 5. Colored kid in subdued shades. 6. Brown satin ("Log Cabin" shade).

Evening Slippers

Patterns: straps will predominate with a liberal proportion of cut-out effects in quarters. New sandal effects. Tongue or similar effects to provide for rhinestone and cut steel buckles. Lasts: medium toes. Heels: Full Louis, 14/8 to 17/8; L. X. V. and Spanish models. Materials: silver and gold brocades, plain or trimmed. Satin, plain and brocaded. Bronze kid. Brown satin.

MEN'S STYLES.

Patterns: In October oxfords will still predominate. Later, or just after first snow, high shoes will gain rapidly with a possible average of 60 per cent boots, 40 per cent oxfords. Stitching will predominate as heretofore. Lace and Brunswick, or foxed pattern bluchers will prove best in stylish shoes.

Lasts: French type—Brogue and conservative lasts will continue as best sellers in the order named. A tendency is noted in favor of a new medium toe, custom English last. Heels: to remain 7/8 to 8/8 as heretofore, 90 per cent rubber heels. Colors: colored leathers will probably represent 50 per cent of the total sales. Hazel Brown, cherry red and lighter shades of tans, in the order named. Blacks and patents to gain strength later in the season. Leathers: Medium weight smooth calfskin will predominate. Heavy weight and boarded effects to gain as season advances. Patent leather to continue gaining in favor. Scotch grains, black and brown kids to sell in limited amounts. Sport shoes and all two-tones to be sold out during this period. Proper shoes for the right occasion: "No tan shoes after six o'clock." Let this be the slogan of every retailer to speed up sales of men's shoes and to have men get a more proper conception of the necessity of their being stylish in the selection of their footwear.

BOYS' AND YOUTHS' SHOES.

Boys' and youths' shoes follow the trend of the men's styles.

Juvenile Styles

Patterns: Growing Girls: straps and oxfords. Misses and Children: Boots. Leathers: Growing Girls: 1. Tan calf and grain leathers. 2. Patent. 3. Suede leathers with trimmings to match or contrast. 4. Black calf. Misses and Children: 1. Tan calf and lightly boarded leathers. 2. Brown and smoked Elk.

Play Shoes

Patterns: Regular height: lace or blucher cut. Leathers: 1. Tan calf. 2. Brown and smoked elk leathers.

For Dress Occasions

Patterns: 1. Strap pumps. 2. Oxfords. Leathers: Boots: 1. Patent with dull and white tops. 2. Patent with gray, beige, suede or cloth top. 3. Tan with suede top to match. Oxfords and Straps: 1. Patent. 2. Patent and suede combinations.

In misses' and children's shoes there is a strong tendency in favor of low effects over a greater period of the year.

Growing girls' shoes will follow the trend of the women's styles, recommended both as to patterns, leathers and materials. Lasts will be medium round toes. Heels, leather or covered from 7/8 to 10/8.

HAVE YOU MADE A SURVEY?

Until you know what the possibilities of trade are in your particular district how can you hope to either build up or extend your business? Without a definite plan to-day no retailer should expect to attain the possible in either sales or profit. It will pay any merchant to deliberately map out the territory adjacent to his business, and figure out methodically and thoroughly its possibilities. In this survey should be taken into account the characteristics and needs of the people, the closeness of schools and other public institutions, the financial resources of the families and other essentials that a merchant should know about those to whom he expects to sell. With all the facts before him the shoeman will have an idea both of the character and extent of goods he ought to buy.

Stirring Up Trade

Opportunity offered by plan such as suggested "Shoe Week" September 17th to 22nd.

THE successful business is generally found to be one which is working along definite lines, with definite policies laid down, and with a definite objective ahead of it. So it is with any project which it is expected to carry through to a successful conclusion.

The idea of a "Shoe Week" was broached some weeks ago. The concensus of opinion of those consulted seems definitely in favor of an enterprise of this nature, and the opportune time appears to be the week commencing September 17th.

The idea of a "week" for certain commodities is not new—indeed, familiarity with the idea has provided the humorists with material for Sunday newspapers jokes—all of which is good advertising.

Like many other methods, however, ill-advised conception or planning has caused failure in some instances which reflect on the whole group of "Days" or "Weeks". In general, the success achieved by the "Week" idea has so greatly overshadowed the disappointments that we see several national concerns staging "Weeks" for their own products, and spending thousands of dollars to get real results.

Sounding out the industry in a fairly thorough manner, we have been unable to find anyone who cannot see merit in a proposed "National Shoe Week." Most of those consulted were quite enthusiastic, and the only questions raised were, "Where will the money come from?" and "How should it be done?"

In the first place, it should be understood that to make it a week of low-priced sales will defeat the whole object of the enterprise. The value coming from a "Shoe Week" lies in stimulating public interest in real shoes at fair prices. Such an interest, once aroused, should be of benefit to the shoe trade for months to come. If there is one thing that has helped to damn the shoe business in the eyes of the public at large, it is the everlasting "sales" of shoes at slaughtered prices that have been plastering our streets with signs for a couple of years. The cry of "Wolf! Wolf!" has been raised so often that this, the last and only resort of many dealers, has lost its effect.

It is to get away from that sort of thing, and put trade on a stable basis that a few ideas such as "Shoe Week," are necessary.

The dealer, during "Shoe Week," may find it advisable to have one or two "leaders," to help draw that class of trade. But he should aim at a fair profit on the big proportion of his goods.

The success of "Shoe Week" depends on all branches of the trade. It is not fair to throw the whole load on any one part. That is the answer to the question, "Where will the money come from?"

The live retailer is spending a certain amount of money on advertising of various kinds. Without increasing the amount, he can use his space for advertising "Shoe Week." By spreading himself a little

he can make a real showing and stir up considerable interest for a few weeks ahead.

The best advertising a dealer can do is by means of his windows. Special window displays preceding and during "Shoe Week," featuring Canadian shoes at fair prices should be used.

Community advertising, in newspapers and by means of street streamers would make a good showing at minimum individual expense.

As the retailer gets the immediate benefit, it is rather up to him to overlook no bets, but to use his ingenuity in figuring out ways and means of creating interest in "Shoe Week" and cashing in on it.

The manufacturers and wholesalers, beyond giving the proposition their endorsement, can only provide the retailer with certain material, which he can use to good advantage. This would include attractive window and store cards, window streamers, and literature dealing with shoes in general, shoes for certain purposes, and Canadian shoes in particular. Widespread distribution of this material, borne by a number of manufacturers and wholesalers, would mean that each one would stand a very small part of the total campaign cost.

The Shoe and Leather Journal provides the answer to the second question above "How should it be done?" The plan has already been laid out roughly. For the benefit of the retailer, sample advertisements will be provided, also suggestions for suitable window displays. Editorial articles dealing with subjects of new value, or material suitable for editorial columns of local newspapers will be provided. Little persuasion on the part of retailers should get this material in the local papers, as it will not be in the nature of "puffs," but will be of real interest to the public.

To carry out the project, to get the best results requires enthusiasm on the part of the individual, it requires concerted action by dealers in each locality, it requires co-operation between the retail, wholesale and manufacturing branches of the trade.

"Shoe Week" can be put over successfully. There is plenty of time to carry out all the plans suggested. The beginning of the fall season provides an excellent time. And something of the kind is essential if the shoe trade of Canada is to waken out of the lethargy into which it has fallen during the past few months. All that is needed is a long steady pull by all hands.

AT THE NATIONAL

The display of "Canadian Made Shoes" and allied products at the Canadian National Exposition, Aug. 25th. to Sept. 8th. next promises to be more complete than ever. All the space has been taken up and the exhibitors are planning to make the affair even more successful than last year.

Dealers are asked to make special window displays featuring Canadian shoes. Attractive window cards advertising the showing of shoes at the Canadian National Exhibition have been prepared and any dealers who would like to have these cards in their windows containing special displays may obtain them by advising the Shoe Manufacturers' Association, or the Shoe and Leather Journal.

Essentials in Store Service

Address by H. W. Rodgers, of Decatur, before Annual Convention of the Illinois Shoe Retailers' Association.

WE have met for the distinct purpose of discussing problems pertaining to our craft. We often speak of this "problem" and that "danger" as if they were a hindrance to our progress. I always think of problems not as a hindrance but as an opportunity for growth. The fellow who is afraid of problems will sooner or later lose what little initiative he has, and will become a mere imitator. We are pretty sure of getting muddled if we take the position that our competitor is responsible for all the ills pertaining to the retail shoe business. I think one of the outstanding dangers to-day is that we minimize our own responsibilities.

Most of the accusations against the shoeman of recent years were in a measure justifiable. They were of our own making. We, by foolish methods, fake sales, false advertising, misrepresenting prices and misfitting, created suspicion.

What might we expect from people when they read in the daily papers that they can buy \$12 for \$6.85, and on another day this same storekeeper (not merchant) displays in bold type something like this:

"Men's \$12.00 shoes for \$6.85. Why pay any man \$5.00 to have him tell you that your shoes fit? Hundreds of men have fitted themselves in our store and they testify that they were never fitted better in their lives."

Of course, we know that a man who conducts his business that way is either a fool, crazy, or crooked. We know he is an opportunist who will take advantage of any situation to better his condition at the expense of a competitor. But the public does not know that, and they usually fall for his fake methods. At least, they will try him once and sometimes twice before they find him out. If we do not set ourselves to the task of correcting these ills, no one else will. There are no hidden resources from which we can draw.

Must Gain Public Confidence

The greatest man in any craft to-day is the man who can sense the needs of the hour and who has nerve enough to set himself to the task of making things right. One of the biggest problems, as I see it, for the retail shoe man is to again acquire the confidence of the public whom we are trying to serve. We, as a craft, have lost their confidence by an indifference to their wants and needs. I recall the attitude of one of my employees during my early experience as a salesman. His motto was "to sell every person who came into his store." No matter whether we had what was wanted or not. He used to say "it did not require a salesman to sell people what they really wanted, but it took a real salesman to sell something they didn't want." If they wanted shoes, and he didn't have them, sell them oxfords. If they wanted brown, and he didn't have them, sell them black. If the customer needed a 10A sell him a 9E and put in insoles. In his opinion the best salesman was the one who could successfully trick the

customer out of his money.

I resolved that if I ever owned a store or was in anyway responsible for the policy of a store that the motto would be changed to read "SERVE EVERY CUSTOMER." I insist that the most important item to consider in any retail business is the policy which determines how the merchandise is to be sold.

The buyer plays an important part when he purchases goods and places them on his shelves, thereby making them physically accessible to the public.

The advertising man performs a good service when he tactfully tells the public of the real merits of his goods.

The display man is also important if he can show the goods in such a way to create a desire on the part of the customer to want them.

But I contend that while these are all very important they are all in a measure a very cold proposition compared with the service performed by the real salesman who acts as the human element and servant of the people to see that just the right last and proper size goes on every foot.

Regular Customer Who Pays the Rent

The customer is the biggest asset of any retail business. We spend big money to get new customers to come into our stores. We all realize that it is the regular customer that pays our rent. We will do almost anything that is honorable to get a new customer, but with all this effort and all this expense we only get them to lose them again through the indifference of the salespeople. The indifference of the salespeople can do more toward losing customers than you can gain by all other means.

The average customer is sensitive, and will go where she is treated well. Statistics show that seven customers quit trading because of indifference to every one who quits because of the quality of merchandise. Also a large percentage quit without complaining to the proprietor.

I claim that one of the most essential persons in any retail establishment is the person who stands for the highest business ethics; for the most efficient service; and who is a public servant and, therefore, must burn his life up in serving suffering humanity. If you, as proprietors, are such persons, you are assured of success because your clerks will surely catch your spirit and will try to imitate your example.

If, on the other hand, you can not adjust yourself to the needs of the people, mingling with the most humble and feeling comfortable in their presence, it might be well for you to spend your time in the office attending to detail or executive duties and employ men with red blood to serve in your place on the floor.

Emerson says "Every big business is but the lengthened shadow of a man."

What makes a man big is his "Ideals." What makes a business big is big ideals well executed.

Where, then, shall we go for these big ideals? Shall we go to the man who seemingly has conquered and who, like Napoleon, goes forth to seek other countries to put under subjection? Shall we go to the little fellow who stays inside his own four walls and who very seldom gets outside of his own township? I mean the purely selfish man, the man who keeps a vigilant watch that no one else shall

(Continued on page 47)

Canadian National Exhibition

Canadian Shoe and Leather Manufacturers to make showing of Canadian products to the public.

LAST year under the auspices of the Shoe Manufacturers' Association of Canada, the general public was shown the products of Canadian shoe and leather factories on a larger scale than ever before—that is to say in point of the numbers who saw them.

This year, from August 25th to September 8th, the showing will be repeated on a slightly larger scale. In spite of—or perhaps on account of—depressed conditions, manufacturers, wholesalers and tanners, have seen the soundness of taking this opportunity of showing hundreds of thousands of the general public what can be turned out by Canadian plants and workmen. It is good advertis-

ing, and worth every nickel spent on it. The direct results may not be apparent—they seldom are in advertising of this type. But it is a large factor in dispelling the illusion on the part of the public that home-produced goods are inferior. It is becoming more generally felt every day that, so far as shoes are concerned, the Canadian product, class for class, stands up more than favorably with anything produced anywhere in the world. The continual hammering on this point will do a lot to build up and maintain the Canadian shoe and leather industries.

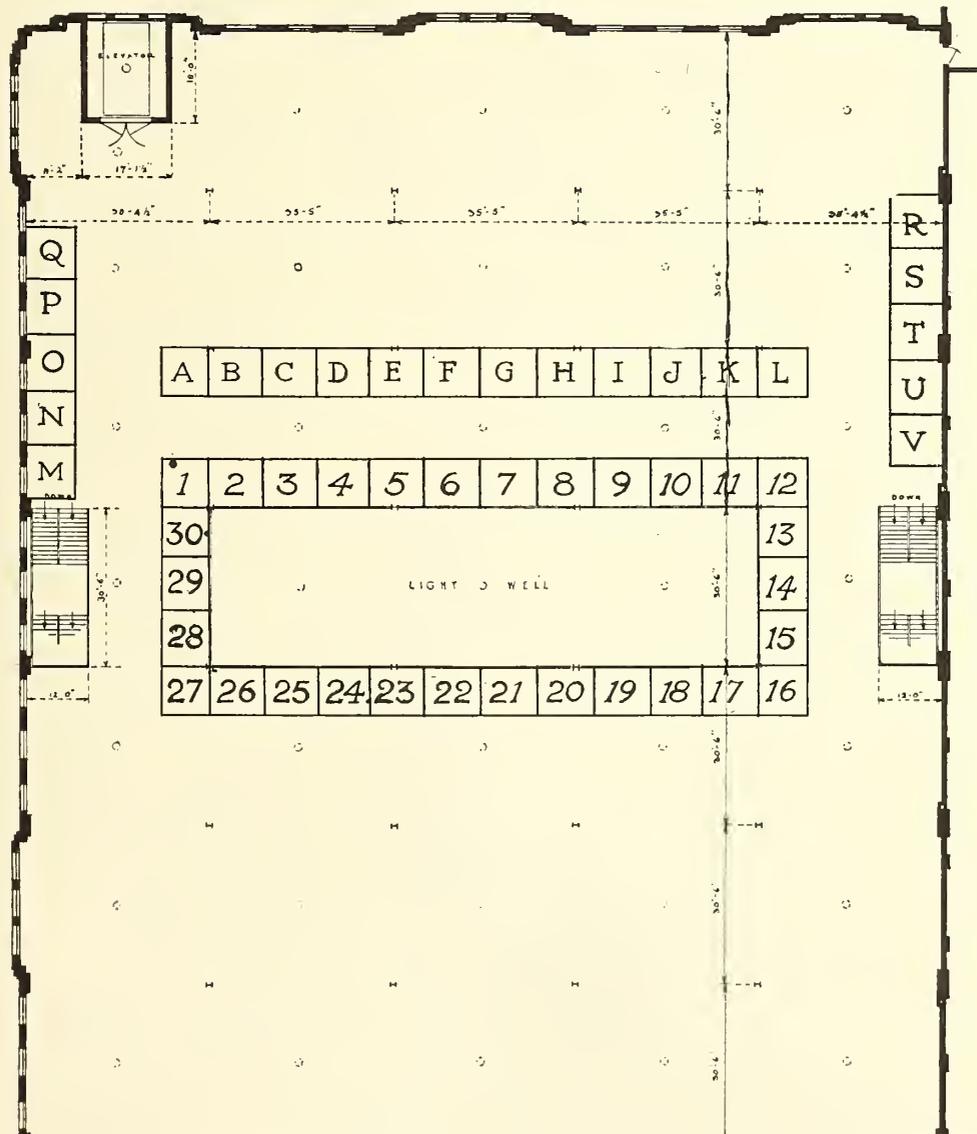
An Opportunity

If there has been one fly in the ointment, it has been the feeling on the part of manufacturers that dealers did not realize the importance of the opportunity offered to them by this show. While the greater number of those who view the displays are in the great class of consumers, the man who should take advantage of the show is the retail shoe man and his clerks.

For two weeks in one centre are gathered not only samples of the shoes produced by leading

(Continued on page 61)

Canadian National Exhibition Coliseum



Plan of the Shoe Section in the Coliseum Building, Canadian National Exhibition—See page 61 for list.

Holiday Specials



Lifelong Tennis Shoes
The best make we can get.
Every pair guaranteed.
See our rubber sole sand
als.

R. A. SAUNDERS
Beamsville
Boots and Shoes

Surpass Shoe
July Clearance Sale




\$3.95 to \$8.45 **\$4.95 to \$8.45**

An exceptional large assortment of white and sports footwear. These must be disposed of within the next few days.

Every pair of shoes represents full value at these exceedingly low prices.

See our windows.

The Surpass Shoe
Company, Limited
505 St. Catherine St. West.

Women's White Footwear
At Bargain Prices



Specialize in the making of the highest quality white footwear. We are offering the lowest prices on the best quality white footwear. All styles in white and black. Regular prices \$1.00 to \$2.00.

MURRAY'S SHOES
100 GOTTINGEN STREET

GALES' Annual July Sale In Full Swing

This annual event needs little introduction. There are, however, just two things which make this sale stand out over any sale we ever held. The backward season has delayed buying and our work offers the biggest variety of styles at the lowest prices ever advertised. Come and come early—you are sure of big bargains.

Bargains for Women

Women's White Oxford with Patent Leather Toe Cap. Regular value \$4.95. **\$4.45**

Women's Oxford with Patent Leather Toe Cap. Regular value \$6.45. **\$6.45**

Women's Oxford with Patent Leather Toe Cap. Regular value \$8.45. **\$8.45**

Women's Oxford with Patent Leather Toe Cap. Regular value \$10.45. **\$10.45**

Women's Oxford with Patent Leather Toe Cap. Regular value \$12.45. **\$12.45**

Hosiery Bargains

These girls' hosiery are made in England. Regular value \$1.95. **\$1.95**

These girls' hosiery are made in England. Regular value \$3.95. **\$3.95**

Bargains for Men

Men's Oxfords. These shoes were made in England. Regular value \$11.45. **\$11.45**

"Hurley" Boots

150 These white and black boots are made in England. Regular value \$11.45. **\$7.45**

COD'S and GOODS CHARGED, BUT NO APPROVALS. Mail Orders Filled.

Geo. G. Gales & Co.
481 St. Catherine Street West

Wednesday Morning Sale!



MEN'S BROWN OXFORDS AND HI-BOOTS
\$3.98

Misses' Chums make Brown Strap Slippers and Oxfords **\$2.98**

Saturday Night Bargains






Cool, stylish footwear especially priced for holiday buyers. All sizes, all styles.

Come to-night, you are sure to save money.

Neill Shoe Co.
COLBORNE ST.

Special Values In Holiday Footwear



OPEN UNTIL 10 P.M.

100 pairs Children's Brown Oxfords. Regular value \$1.25. **\$95c**

100 pairs Men's Brown Oxfords. Regular value \$1.25. **\$1.25**

100 pairs Women's Patent Strap Slippers. Regular value \$2.15. **\$2.15**

100 pairs Patent Leather Sandals. Regular value \$3.50. **\$3.50**

The Yale Shoe Store, Limited
Kennedy Block 319 PORTAGE AVENUE

Johnston's Summer Sale of Shoes
EXTRA SPECIAL VALUES FOR FRIDAY'S BUYERS



Special **\$2.95**

100 pairs White Canvas Oxfords. Regular value \$4.95. **\$4.95**

100 pairs White Canvas Oxfords. Regular value \$4.95. **\$4.95**

100 pairs White Canvas Oxfords. Regular value \$4.95. **\$4.95**

100 pairs White Canvas Oxfords. Regular value \$4.95. **\$4.95**

100 pairs White Canvas Oxfords. Regular value \$4.95. **\$4.95**

Johnston's Big Shoe House Limited
406 HASTINGS STREET WEST

3 MORE DAYS ONLY THURSDAY, FRIDAY and SATURDAY



Thousands of Pairs of Holiday Shoes to be Cleared in 3 Days

A great wind-up to a wonderful half-year's business. Only three more days to clear all our surplus shoes from INVENTORY. All holiday footwear included in this great clearance.

Thursday a.m. Specials

100 pairs White Canvas Oxfords. Regular value \$2.59. **\$2.59**

100 pairs White Canvas Oxfords. Regular value \$1.69. **\$1.69**

100 pairs White Canvas Oxfords. Regular value \$2.75. **\$2.75**

100 pairs White Canvas Oxfords. Regular value \$2.95. **\$2.95**

100 pairs White Canvas Oxfords. Regular value \$2.95. **\$2.95**

100 pairs White Canvas Oxfords. Regular value \$3.95. **\$3.95**

100 pairs White Canvas Oxfords. Regular value \$3.45. **\$3.45**

100 pairs White Canvas Oxfords. Regular value \$1.33. **\$1.33**

100 pairs White Canvas Oxfords. Regular value \$3.45. **\$3.45**

100 pairs White Canvas Oxfords. Regular value \$1.59. **\$1.59**

THE BALL SHOE STORE
211 Hastings Street East
49 R.F.P. 4300AL EST.

WOMEN'S WHITE CANVAS SHOES
1,200 PAIRS REGROUPED

The Sale Prices which are Proof Positive of the Extraordinary Nature of this Event

\$1.95 **\$2.40** **\$2.95**

Flax, White Canvas Oxfords and Strap Slippers. Canvas and Patent Leather. All sizes and widths.

With low or medium heels covered for quality wear. All sizes and widths.

See latest styles. Beautiful styles, new in black and white combinations. All sizes and widths.

400 Pairs Men's Oxfords, Brown or Black Calf, at \$5.85

Open Till 10 p.m. Saturday

ALLAN SHOE STORE
494 MAIN ST. NEAR UNION BANK

The Ad. Critique

Sale advertisements—How dealers write them—Various styles.

OF all the special sales staged by retail shoe dealers throughout Canada, every day, the July white clearance sale is usually the most important, and receives the advertiser's closest attention. In this issue we have endeavored to touch lightly on the various styles of special or bargain sale advertisements appearing in the newspapers. The collection includes July Clearance, Holiday Bargains, and special one, two or three day sales stimulators. The July sales seem in most cases, to be annual affairs, promoted by the merchant to clean out straggling lines in preparation for fall goods and looked for by the carefully spending public, who buy with an eye to the purse more than style.

The holiday bargain style of advertising is used merely to stimulate sales, and is not such a real business builder as the July sale. On the other hand, the sale set for just an evening or half holiday any time in the week is apt to pull strong with the public, because it stirs their imagination by its very shortness of existence. With this type of sale the public is most likely to say "well this sale is short, they must be good shoes" and away they go, while the sale extended over a three or four day period, and then re-extended another three does not excite the reader, who naturally figures that in a sale of that length, the shoes are not selling very well, and therefore, the goods advertised are not the bargains claimed. In the advertisements on the opposite page the majority of advertisers quote prices, this is absolutely essential in a special sale ad. for the very thing that makes the sale a success is the difference between the bargain price and the regular price, or in other words, the amount of money the customer saves. Now come along with us, while we look over a few samples.

No 1. Right at the start, we have a "holiday special" advertisement, without quoting prices, which is not very encouraging to the reader. The reader is informed that the prices are moderate, but moderate is like a rubber band, it can be stretched. The heading on this ad. should be in heavier type, and twice the size to be effective. Tell the reader, but don't shout in his ear. The typography is good what there is of it. The copy, except for the description on the left, lacks punch. This advertisement would have sold more shoes if a little extra time and thought had been devoted to it.

No 2. The most striking thing about this advertisement is its clear cut type faces, and typesetting. It is a pleasing illustration of what a compositor can do with one type face. The setting, and nicely balanced white space of this ad., has made an attention holder. It is by far the best and most attractively laid out advertisement on the page. The prices are placed where they can be seen, and tie up closely with the cuts. The copy tells news all the way through, not very much to be sure, but enough to satisfy the reader. This advertisement is attractive and dignified and as a July clearance ad. should have sold many pairs of shoes.

No. 3. This advertisement from the Maritimes is a good example of quiet but effective July sale ad. The cut is set off the balance, never having been

mounted square on the block. The type setting is O.K., and the introductory copy, followed by the descriptive copy set in a narrower measure, with the price in bold face type under it, rounds out a business pulling advertisement. It is always a noticeable fact that the advertisement showing only one type face always has it over the ad. with mixed type setting.

No. 4. Here is a special "Wednesday morning sale" advertisement. Prices, descriptions and cuts are shown. Only one type face has been used. The opening copy at the head of the ad. is very human and would appeal to many people. The ad. on the whole, might be just a little bit crowded, not enough to do any harm anyway. This is a creditable example of special sale advertising, and one that should have sold shoes to Dad.

No. 5. "Saturday Night Bargains" and not a price to back it up. Four cuts give a fair idea of the shoes offered, but without a little written description, they lose their selling strength. Three type faces have been used, which is two too many. If only one style of type was used, preferably that used in the heading, and the prices displayed in black face, the entire ad. would have been improved wonderfully, and its selling power greatly enhanced. The white space has helped it along considerably.

No. 6. Being packed with worth while selling talk from first to last, cuts, details and prices, we have here a splendid specimen of holiday advertising. Note how the panel arrangement isolate each sale and make it stand out like a separate ad. The type, though out of date, is the same all the way through, as far as the display heads are concerned. A well written advertisement with a selling kick.

No. 7. To start with this cut should be on the other side of the page, looking in, not looking out as it is now. There is no selling talk, nothing but a straight list of bargains, each one followed by the price in bold face. The two slogans in italics at the bottom break the space up nicely. On the whole, an attractively set ad. As a summer sale advertisement it should clean out many odds and ends.

No. 8. It is necessary to repeat here again that the advertisement with one type face is best. Only one has been used in this ad., and the result is clear reading from the first signature to the second. Every item is kept separate by the use of white space between each one. The prices are in black face, and stand out well. The copy is complete and leaves nothing for the reader to guess at. A newspaper advertisement of this type cannot help but increase the sales of any shoe store.

No. 9. Too many large conflicting cuts and heavy shadow panels spoil the smooth flow of this special three day sale advertisement. The individual copy heads in capitals are hard to read. The cut of the shoe should be on the other side. The prices and type faces are perfection, but a little too much copy has been crowded in. Though not as good as some we have looked at, sales should be forthcoming from this attempt.

No. 10. The border of flags is inclined to drag on this ad. and give the matter inside a rather crowded feeling. A straight two line border would have been better. The display type is a little too large, there not being enough light face type to break it up. Prices, cuts and details are to be clearly seen. On the whole, a worthwhile advertisement that would stand out well on a newspaper page of ads.

Brides, Kings and Old Shoes

Radio talk delivered by Fraser M. Moffat, Pres. Tanners' Council, from Station WEAJ, New York, July 5th.

THE time has come, as the Walrus said to Alice in Wonderland, "to talk of many things, of shoes and ships and sealing wax, of cabbages and kings."

My part of the program will include only the first and the last—the shoes and the kings.

Probably a good many of you this Spring threw some old shoes and rice after a sister, or daughter, or friend and her newly married husband. You may have tied some more shoes to the back of their automobile and laughed pretty hard to see them trail off on their way to the station.

That business, if you will allow me to say it, is older than the hills. It is as old as shoe leather; and nothing man uses is older—or newer than shoe leather. Shoes have been thrown after brides for centuries. Historians tell us that the custom provides a link with our very earliest life on earth.

It is one of many customs that have grown up from the importance that man gave to his first invention—which was leather—and to the manufacture from leather of the sandals and shoes that made it possible for him to walk with comfort and safety over the hot sands and to climb the cold and rocky mountains.

Strange customs linger in many countries similar to that of our throwing old leather shoes after the bride. And many superstitions are connected with them.

There is an amusing Russian custom which those of you who are thinking of getting married probably will not care to follow. Part of the wedding ceremony is for the bride to stoop over and to take off her husband's shoes. This is a sign of submission.

Later, perhaps, when he comes home late and does not want his wife to know it, he will take off his shoes himself, so as not to make any noise climbing the stairs. But on the wedding day she takes them off.

The husband probably has worn his lightest shoes, for the best part follows, so far as the wife is concerned. She hits her husband over the head with the shoe. This is to show that she is not inferior to him.

Maybe as the weeks go by she will choose a rolling pin, but that also does not have anything to do with the wedding day. Thoughts of such actions are far away then.

In Hamburg, Germany, as long ago as the thirteenth century, there was a law that the bridegroom should give a pair of shoes to his wife. They had to be of good firm leather, too—no substitutes, or the law would step in.

In Transylvania there is still a custom which every bridegroom is expected to follow. He must make a present of a pair of shoes to his promised wife on the morning of their wedding day. This may be so the wife will not get tired feet if she decides to

walk home to her mother; though it is probable that some other explanation is the right one.

In Greece there was another custom, also based on the importance of having the feet clothed with a skin that never dies, which is another way of saying "leather". There the best man puts a new pair of shoes, which the bridegroom has bought, onto the feet of the bride when she leaves her father's house.

And not only weddings have their shoe superstitions and customs. The Bedouins, that tribe of Arabs that has been made so popular by the moving picture sheiks, have a form of divorce which takes into account the prime importance of footwear.

The Bedouin, believing himself to have good reason for getting rid of his wife only has to get up and say in the presence of his fellow Arabs:

"So-and-so, who was my wife is my slipper. I have cast her off." And the wife, pretty much "down-at-heels" you may believe, must keep her eye open for another sheik.

The other subject that I said I would mention was kings. Kings, too, have always been friendly to leather. All sorts of kings, those like old What's-'is-name, whose grave they dug open awhile ago in Egypt, and even our modern industrial kings. The old kings used leather in their chariots, and for the armor of their warriors. Our own "Flour Kings" and "Sugar Kings" and "Steel Kings" pick out heavy leather belts to drive the machinery in their factories. Through all the centuries, you see, there has been nothing that was found to be better or nearly as good as leather.

In Paris now the women are wearing leather jackets and hats, and in England and America, leather is being used for a lot of trimmings and doo-dads that women put onto their clothes.

Part of this is because they found leather sandals and chariots that were covered with stucco and gilt and leather in old Tutankhamen's tomb. And the floor of one chariot was covered with leopard skin, which we might call "baby leather".

Kings really owe their thrones to leather. Think of the old conquerors whose warriors succeeded in beating the enemy because they were better protected. The Assyrians, those ancient fighters, went out into battle with thick leather tunics reaching to their knees, and with leather helmets that were something like our football helmets. The Egyptians covered their shields, bows, quivers and scabbards with thick leather. The Saxons and Danes did the same. The English longbowmen, who often saved the throne of England, wore armor of overlapping scales of leather, and leather jackets and caps.

To-day some of the men who do the work for the iron and steel "barons" wear leather armor. Aprons and hoods of chrome leather, for instance, are being used to protect workmen from steel shot and grit in sand-blasting operations.

Chrome leather is something the ancients did not know about. It is tanned by using the metal chromium. That is an advance that science has made in the past few decades. It is one of the advances that to-day make leather stronger and more useful to man than it has ever been during the hundreds of years that it has been used. Nothing ever has taken the place of leather, and it never will, for leather is being made better and better all the time.

Onyx & Georgina



MANNISH EFFECTS FOR FALL

“Cornell” Lace Oxford

Made in Log Cabin, Autumn Buck and the prevailing shades of Brown Calf

*You are cordially invited to visit our display at Booth No. 11 in the Coliseum
during the Canadian National Exhibition, August 25th to Sept. 8th.*

*Blaehford Shoe Manufacturing Company
Limited
Toronto.*

“The House with a Policy”

?

What is the Policy

Owen Sound,
July 6, 1923

Dear Sirs:

Your letter received re service on
Express.

This service will certainly be much
appreciated. We wish to congratulate you on
your up-to-date lines which we find good sell-
ers, also your obliging salesman.

*Will this policy help YOU
to get more business?*

Do Not Fail to See Our Exhibit Booth No. 0
CANADIAN NATIONAL EXHIBITION

CANADIAN SHOES LIMITED

“The House with a Policy”

TORONTO

A. A. COTE & SON, LIMITED

STAPLES

Get **DEPENDABLE** Sellers **FOR FALL**

And there is no surer way of getting them than to buy **NOW** from our line of specialized staples. Repeat trade is the certain result of the sound values we are offering in well made attractive shoes. They are the best selling stock you can invest in for to-day's demands.

McKAYS and **STANDARD SCREW**
for Men, Boys, Youths, Little Gents., Children.



A. A. COTE & SON, Limited
St. Hyacinthe, Que.

Buy Your Samson Hockey Shoes **NOW**

is timely and valuable advice for merchants who want to be sure of having sufficient stock of the right shoes to win and hold the trade of hockeyists and skaters during the coming season. Everywhere most particular wearers agree that Samson's are the most improved type of Hockey Shoe produced, as well as the longest wearing.

Also offering notable values in the well-known Samson-made staples for Fall buying.



A complete line of McKays

A leading line of Heavy Staples

Unequalled Hockey & Football Boots

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

SALESMANSHIP EXAMINATION.*(Continued from page 35)*

the whole transaction. Cost of 15 pairs at \$6.00 is \$90.00. The retailer expects to sell the 15 pairs for \$135.00.

He sells 3 pairs at \$5.00 which is \$15.00.

He must sell 12 pairs for \$120.00 in order to realize \$135.00 for the 15 pairs. In order to sell 12 pairs for \$120.00 he must sell the shoes at \$10.00 a pair. That means a mark up of $400 \div 1000$ of 100% or 40% on sales. The reasoning used in the above is that the retailer must figure out how many pairs will be left over and at what price he will be able to sell these left-overs. Then he can figure out his mark up.

5. The best selling system for avoiding loss on precarious lines is not to have too many such lines in stock at one time. Many retailers have all their novelty goods for the season come in at one time. This is a serious mistake. It is a psychological fact that a salesman likes to sell fresh goods best. Therefore, it is best to have new goods come in at regular intervals. This gives you fresh lines continually and it also gives you a better chance to see which lines are poor sellers. As soon as I found that a line was not selling good, I would give an additional commission to my clerks on same. Also I would change the price on the shoes. On highly novel shoes, I have found that raising the price is often better than lowering it. But on ordinary goods a reduction in price usually sells the goods. If these lines are still left at the end of the season, I would get rid of them at any price.

6. When a customer comes in who does not know what she (or he) wants, I approach her as follows. "Will you please be seated and I will be pleased to show you some of our new lines." From the general appearance of the customer and from her own shoes the clerk should be able to form an idea of what will please her. Show the customer a few pairs and see what effect they have on her. She will probably tell you what height of heel she wants, or whether she wants a strap or lace shoe. If after trying on several pairs the customer is still undemonstrative I ask her if I may wrap up a pair for her. That is rather an abrupt method, but is usually resultful.

7. By no means allow your customer to go to your competitor to get the shoes. He is probably just as good a salesman as you are, and has just as striking a personality as you have and can probably induce your customer to deal with him. You not only lose the sale, but you stand a chance of losing the customer for ever. What I should do in that case would be to ask the customer to wait a few minutes and I would go to the competitor and buy a pair of the shoes which I think would suit my customer. If you are friendly with your competitor, he will likely sell you the shoes at near cost and you can make a profit on the transaction. If you are not on friendly terms with him, send a clerk to buy the pair at the regular retail price. In the latter case, you make no profit on the sale but you retain the goodwill of the customer who will be pleased with the special service.

8. By all means sell the customer what she wants. If a woman thinks that brown shoes look good with grey hosiery or fawn suit, who are you to try to change her taste?

9. Suppose a woman wants a high heel strap shoe for a street shoe and you know that a low heel oxford would suit her better, I would first show her the shoes she wants and let her try them on, then I would take a pair of the shoes I think would suit her better and put them on her, pointing out my reasons why they are better. However, I would not be too emphatic about it because I might antagonize her and she might not buy anything. My duty is to advise her what to buy, not to force her to buy what I think would suit her best.

10. The grouchier and more unpleasant the customer, the more polite and more pleasant should the salesman be. No person can be grouchy and unpleasant to a salesman who wears a smile and talks pleasantly, and you will find that your customer will gradually thaw out and become approachable. Do not be aggressive with such a customer. Make him feel that you do not expect him to buy but that he is doing you a favor by looking at your goods. If I find a customer who does not think that a certain shoe will fit him, I ask him to try on the shoe first to convince me. In order to prove to me that he is right, and that I am wrong, he will fit the shoe on. If it fits comfortably, he will likely buy it; if it does not fit, it will put him in good humor to find that he knows more than the salesman, and the salesman can then sell him some other style. Remember that all customers are human and can be sold if approached in the proper way. If you do not sell him it is your own fault, not the customer's.

ESSENTIALS IN STORE SERVICE.*(Continued from page 38)*

profit by his wonderful storehouse of knowledge.

Oh, no, if we are to be spared from this blight and get a real vision of our duty to mankind, we must lift our sky line, push our horizons farther back and get away from the purely local and its possibilities of selfishness, and see the larger outstretch and higher privilege of the big work in store for the "wide awakes" the ever watchful spirit—who like Lincoln, "made it a rule of his life to pluck a thistle and plant a rose wherever a rose would grow."

The shoe store should have a full or partial force of specially trained foot fitters—men whose motives are altruistic. I council you to get busy at once and improve your store service, bring it up to the highest possible point of efficiency. Your employees should not only be well trained in the art of fitting feet, but they should also be clean, respectable citizens.

The merchants so equipped need not worry about the future, providing they use good business sense in conjunction with service.

You need not have misgivings about your competitor who advertises \$12 shoes for \$6.85 and who employs girls at \$6 or \$10 per week to act as clerks. He may succeed according to his standard of success. He may build a \$50,000 mansion and ride in a Cadillac car, but the man who sells a good \$10 shoe for \$10, and who fits his customers' feet, the man who is truthful in the statements, and who pays his salespeople a living wage; the man who stands by them during their trials and misfortunes is the man who endears himself to his neighbours, and when his work is finished here, they will say "well done thou good and faithful servant." Such a man in my way of thinking is a real success.

Chums
REGISTERED

Chums genuine Goodyear Welts and Stitchdown Welt Shoes for Boys and Girls are the perfect shoes for foot comfort. They allow the feet to grow correctly, and naturally, the way they should grow. Latest styles in Oxfords, in plain school bals, straps, two-tones and colonial tongues in seasonable models.

Order now from our in-stock department for your school trade.

MADE IN CANADA BY

Charles A.
AHRENS
limited
KITCHENER, ONTARIO



IN-STOCK

These are appealing features to Boys or Girls whether just entering the Primary Classes or the High School or College. See our Exhibit Booth No. 25, Coliseum, Toronto, and Western Fair, London.



Retailers Are Specifying



Not only to shoe manufacturers but to retailers as well the uniform satisfaction which Kendex Products give is a genuine asset—valuable to have and hard to compete with.

Kendex is the insole for comfort. It eliminates the discomfort of sweaty feet as well as the burning, stinging sensation caused by many insoles. Channelling perfectly and holding stitches firmly, it means strong, well made, longer wearing shoes.

Retailers and Wholesalers! When Ordering your Fall Lines ask your Manufacturers to use Kendex.

Kendex Innersoling	Kaneva Innersoling
" Sock Lining	" " Felt Backed
" " Felt Backed	" F Sock Lining
" Slip Insoles	Heel Pads

KENWORTHY BROS. OF CANADA, LIMITED
St. John, Que. Montreal Office, 224 Lemoine St.

Remember "The feeling of the feet is reflected in the face." Wear Kendex

Book-keeping Simplified

A "Talk With Illustrations" given before the Third Annual Convention of the Ontario Federation of Shoemakers and Repairers.

THE program states that this is to be an address. It isn't. It is going to be a talk with illustrations, that I think anyone can understand and adapt to his own business.

When I first went to night school to learn book-keeping, I was told to enter everything in a day-book. For example—you get an invoice of an order from a jobber—this would be entered: Bo't from so-and-so, one roll of leather 100 lbs. at 90 cents—\$90.00; 1 dozen insoles at 85 cents, 1 box of polish, etc., and your whole invoice was copied in the day-book. Then you took another book called a journal, and made an entry as follows: By Dr. Mr. So-and-So, and the amount of the bill. Then you opened a ledger account: Mr. So-and-So., the date and to goods—so much. If some article was not satisfactory and was returned, you entered in your day-book: returned to Mr. So-and-So, the following goods—and the amount. In your journal you would make an entry, Mr. So-and-So to Cr. so much, and enter it in your ledger. When the bill was paid you would enter in your day book, paid Mr. So-and-So so much for bill of goods, dated such and such a time. In your journal you would enter Mr. So-and-So to Credit, so much, and copy that in your ledger. Nine entries in three books. Think of it!

I don't know the system they teach now, but I do know that if I followed that system, and kept the records that I do, I would either have to have a book-keeper or spend half my time on books. I wasn't satisfied with the day-book-journal-ledger system, or double entry, so I started one of my own, which, with the improvements I have added, is what I am trying to give you to-day.

Possibly a chartered accountant or some efficiency expert would say it was all wrong. But I know this much, from my system, I can tell you how much work came in, how much cash received, the expenses of any one day, any one week, month, or year for the past ten years and it is all in one book, and I can give you this information at a glance. I can also tell you to a cent how much I have made up to any given day in a year, also at a glance. I can also show you a balance sheet which shows by months and years what per centage of my cost of doing business went for light, heat, insurance, and each of a dozen items which I will show you later. Now men, I would like to ask is it worth while? All right—now how many of you men keep books? How many of you can tell from your books what it costs to put on a pair of half soles, over and above the cost of the soles, assuming that you use cut stock and know what each pair costs? How many of you would like to know? Fine—if you will take your sheet, see Table I. Your records of your work are perhaps not important, and I won't spend any time on that, but I keep them anyway. You will notice in first column,

that each day is listed separately and added to in second column for the month, and in the third for the year.

Table I.

Daily Total of Work Done			
1923	Daily Total	Total to date for month forward	Total to date for year
May 1.....	40.30	40.30	3449.15
2.....	52.85	93.15	3489.45
3.....	35.50	128.65	
4.....	30.65	159.30	
5.....	54.45	213.75	3662.90
6 Total for week	262.00		
7.....	38.90	252.65	
8.....	26.15	278.80	
9.....	22.90	301.70	
10.....	47.35	349.05	
11.....	31.65	380.70	
12.....	31.40	412.10	3861.25
13 Total for week	198.35		

Take Table 2. Here is where you get your real information. For this work, I use a six column journal. First item is May. You will remember me telling you of the 6 to 9 entries in the old system. This is the only entry you will find of this item on my books, one entry against six to nine. When I got the invoice of this bill, it was checked. If any returns were to be made it was noted on the invoice. The invoice is then filed, in a folder which holds only the invoices of that jobber. The first column is of course, expenses, the second is total expense for month with the daily additions. The third column is cash received, the fourth is the month. The fifth is your monthly profit and loss and the last column shows your profit or loss for the year with the daily additions.

Table II. embodies records of everything that goes on in the business. For instance on May 3rd. the rent was paid and entered, while \$27.35 in cash was received.

On May 5th. wages, including proprietor's wages, were paid. On May 7th. power and light bills were paid. On May 9th. a jobber's bill was paid, on May 11th. telephone bill, and on the 12th. wages were again paid. If this record is kept carefully and regularly, you can see the condition of your business at a glance on any day.

From this sheet I make up a balance sheet.

Costs

You must have records to arrive at costs. I cannot tell a man what his costs are going to be. Nor can any other man. But give me six months or a year's record, and I can tell you as close as it is possible to get them.

Using the figures obtained or employed in Table II. I make up the sheet shown in Table III. This covers the totals for each month and the year. For practical purposes I have figured on a shop employing a proprietor and one man, doing a business of \$10,000 per year. You will note that Table III. includes all your expenses for the month, for the most part itemized, but with an allowance for

"Sundries" which do not fall under any particular head. Royalties are allowed for, but if the machines are owned, depreciation of \$5.00 a month should be allowed. The figures shown are arbitrary, and the percentages are figured out opposite each total. These are based on sales, (in this case \$10,000.00) not on cost. As will be seen, the sheet divides itself into three main divisions, overhead, wages, and materials (which includes findings, etc.) These three, added together and subtracted from total sales, give net profit. It will be noted that in this case the percentages run, overhead, 13.64%; wages, 44.00%; stock, 26.70%, and profit, 15.66%. These would of course vary with practically every shop.

Working this out for an individual job, say a sole and heel job at \$2.00 we find:—

Overhead is 13.64%

Wages are 44.00%

Stock is 26.70%

Total—84.34%

84.34% of \$2.00 is \$1.69, leaving a profit of 31¢ or 15.66%.

It must be understood that for each shop these figures can only be made up after the records have been kept for several months. But after that time it is possible to see at a glance on any day just how the business is travelling, and when records are available and percentages can be worked out, cost and selling prices can be compared.

As the average proportion of the various kinds of jobs remains fairly steady, the costs are figured the same way on small jobs, such as patches, etc., as on the large jobs.

Table III.

	Total for month	Total for 12 months	
Rent	60.00	720.00	
Phone	2.50	32.50	
Lights	4.80	54.60	
Power	9.00	130.00	
Heat	3.50	13.80	
Insurance		42.00	
Taxes		40.00	
		1033.00	10.33
Postage	.50	4.00	
Ex. and Freight	3.40	40.00	
Sundries	.70	27.00	
		71.00	.71
Advertising	10.00	120.00	
Printing and Office Supplies	4.25	20.00	
Paper and Twine	3.00	28.00	
		168.00	1.68
Royalties	5.00	60.00	.60
New Machinery and Tools	2.10	20.00	
Repairs and Upkeep	.10	12.00	
		32.00	.32
Total Overhead	108.85	1364.00	13.64
Wages	370.00	4400.00	44.00
Stock	309.00	2670.00	26.70
Total Expense	787.85	8434.00	
Profit and Loss	204.15	1566.00	15.66
Total Receipts	992.00	10,000.00	100.00

Table II.

	Daily Expense	Total Expense to date for month	Cash Rec'd for day	Total Receipts to date for month	Profit and Loss to date for month	Profit and Loss to date for year
May 1			32.70	Forward	32.70	631.02
2 Bolts	.10	.10	28.10	60.80	60.70	663.72
3 Rent	60.00	60.10	27.35	88.15	28.05	691.72
4 Express	.90	61.00	33.95	122.10	61.10	659.07
5 (Wages— (Man 33.) (Self 50.)	83.00	144.00	54.80	176.90	32.90	692.12
7 (Power 8.34) (Lights 4.)	12.34	156.34	37.25	214.15	57.81	663.92
8			28.80	242.95	86.61	688.83
9 A Jobber	76.80	233.14	29.65	272.60	39.46	717.63
10			33.95	306.55	73.41	670.48
11 Phone	2.85	235.99	31.10	337.65	101.66	704.43
12 Wages	83.00	318.99	56.40	394.05	75.06	732.68
13	174.99		217.15			706.08

Note:—Figures in column two are obtained by adding each day's total as noted in column one to previous total in column two. Similarly figures in column four are obtained from column three. Figures in column five are obtained by subtracting figures for that date in column two from corres-

ponding figures in column four. The last column is obtained by finding the difference between the daily expense and daily receipts, and adding to or subtracting from the previous day's figure in the sixth column, as the case may be.

The Shoe Repair Man

Convention Unqualified Success

Third Annual Convention of the Ontario Shoe Repairers held at Brantford, July 25th and 26th.

THE Third Annual Convention of the Ontario Federation of Shoemakers and Repairers opened at Brantford on Wednesday morning, July 25th. While the headquarters were at the Kirby House, the convention meetings were held in the Chamber of Commerce rooms next door. From nine o'clock on, registration was brisk until nearly one hundred names were on the list. The executive had been doing some strenuous and concentrated work to make this the best convention ever held amongst the Canadian repair trade. Early on the first day it was evident, that while their aims—which were high—might not be reached, they would at least succeed in overshadowing the first two conventions.

If it is fair to single out any individuals, too much credit cannot be given to President W. S. Pettit, and Secretary Walt Stevens, for their untiring efforts, to which the success of the convention was largely due.

The first session was opened at eleven o'clock, with President Pettit in the chair. In his introductory remarks he welcomed those who had come to the convention. He said he was glad to see the faces of old friends, and regretted the absence of other old and valued members. He asked for the best attention and interest of those present, that they should all see to it that the 1923 convention was a success. He advised freedom of speech, asked for criticism and comment, and the avoidance of waste of time. He hoped there would be in snap legislation, that the various matters to be discussed would be considered carefully and the decision of the majority accepted with complete harmony.

He then introduced Mayor Billo, of Brantford, to the convention.

The Mayor gave the visitors a hearty welcome, and gave them the freedom of the city. He hoped they would all have such a pleasant time that they would all desire to return. He mentioned the many points of interest in and around Brantford, which the visitors would have an opportunity of seeing, and expressed the wish that their visit would be one of pleasure as well as profit.

Mr. F. H. Revell, of Hamilton, replied for the visitors. In his usual eloquent style he appreciated the Mayor's welcome, and extolled the virtues of Brantford as he had already seen them and heard of them. He said that this convention would strengthen the conviction in the minds of the repairmen, that the best way to develop their business, was to give the best possible service to the public, not to lower

prices, but to maintain high standards.

Secretary Walt Stevens then read the minutes of the convention of 1922, and of the council meetings since held.

Following this, Mr. Stevens read his report as Secretary of the Federation. This report, which was extremely interesting and comprehensive, is quoted elsewhere.

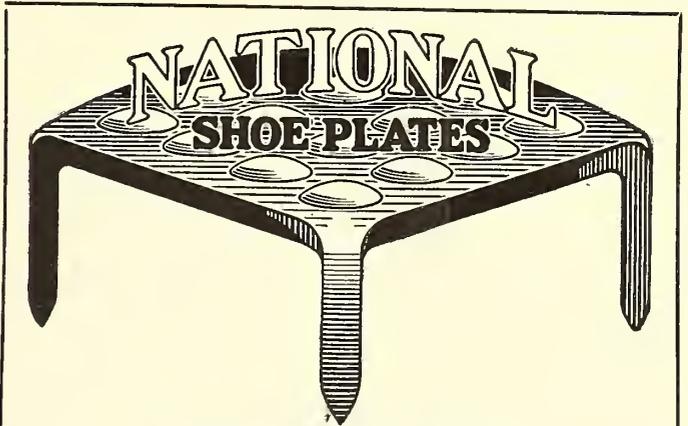
President Pettit then announced the appointment of a Committee on Nominations, and a Committee on Resolutions, reports from which would be read later.

He then asked Mr. Stanley Blowers to give an address on "Advertising Ideas Which Are Most Suitable for the Repair Trade." This appears in another column.

Discussion on this paper was held over till after the luncheon recess.

WEDNESDAY AFTERNOON.

At two o'clock the convention was again called to order and following a discussion on advertising, in which Messrs. Grayson, Burnett, Revell, Craigie and others took part, Mr. C. E. Hurlbut, of Preston, was introduced and gave an address on "The Possibilities of Service the Repair Man Can Render the Public." This also appears elsewhere in this issue.



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day. Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed 10	one-gross	cartons in	box
" " 2:	" 10	" "	" "	" "
" " 3:	" 6	" "	" "	" "

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

A telegram was read from Mr. A. C. Anderson, of Windsor, regretting that he could not be present till Thursday, so his address was postponed.

The nominating committee then brought in their report, and there being no further nominations, the following were declared elected as officers for 1923-24:—

President—Mr. W. Legg, St. Catharines.

Vice President—Mr. Walt Stevens, Brantford.

Secretary-Treas.—Mr. W. Inglis, St. Catharines.

Councillors—Messrs. F. T. Pople, J. W. Williams, St. Catharines; S. Blowers, F. Wilman, Hamilton; F. Rogers, J. Russo, London; J. Weir, S. Burnett, Toronto; T. Smith, A. Johnston, Brantford; E. L. Phillips, Beaverton; D. Ingham, Niagara Falls.

Mr. Wm. Inglis, of St. Catharines, extended an invitation from that city for the next convention. This was accepted, and it was decided to hold the convention in St. Catharines on the days corresponding to those on which this year's meeting was held.

The meeting then adjourned for half an hour, and group photographs were taken on the Public Library steps.

Returning to the Convention Hall the convention was entertained for an hour with a demonstration put on by the Bell Telephone Company. As the Telephone City, the birthplace of the telephone, it was quite appropriate that such a demonstration should be given in Brantford. Two of the young lady operators first described and illustrated the operation of the modern switchboard. They threw light on many of the problems which puzzle the average telephone user, showed how signals were flashed to the operator, how mistakes and mix-ups occur and may be avoided, and in general impressed those present with the service given by the telephone company, and of the fact that co-operation of operator and subscriber is essential.

Two moving pictures were then thrown on the screen, which told in story form, first, the principle on which the telephone is constructed, and second, the complicated equipment necessary to handle a large volume of business.

The demonstration was watched with close interest, and was thoroughly appreciated.

The convention was then adjourned till Thursday morning.

THE BIG BANQUET.

Shortly after eight o'clock the doors of the dining room of the Kirby House were opened and the repairmen and their friends in the trade sat down, to the strains of a jazz orchestra, to the best that Brantford could offer. Their needs were taken care of by one of the chapters of the Daughters of the Empire, and, incidentally, the collection taken up went to swell their funds, which are used for charitable purposes. The clatter of dishes mingled with community singing, and everybody was in good humor. Interspersed through the evening were musical numbers, and sleight of hand performances. The toast list, while not long, provided opportunity for a number of those present to be heard.

President Pettit, after proposing the toast to "The King," made a few well-chosen remarks, and introduced Mayor Billo, who spoke briefly, and was followed by Mr. Freemore, of the Brantford Finance Committee.

In the absence of Mr. W. H. Graham, of London, the toast to the "Shoe Repairers' Association" was proposed by Mr. Wm. Beal, of Beal Bros. Replies were made by Messrs. Smallwood, of Toronto, Grayson, of Hamilton, Rogers, of London, Inglis, of St. Catharines, S. Rogers, of Brantford, Ingham, of Niagara Falls, and Legg, of St. Catharines.



FEDERATION COUNCIL, 1923-4

BACK ROW: S Burnett, Toronto, J. W. Williams, St. Catharines, D Ingham, Niagara Falls, T Rogers, London, A Johnston, Brantford
CENTRE ROW: F. Wilman, Hamilton, Stanley Blowers, Hamilton, T Smith, Brantford, Walt Stevens, Brantford, J Russo, London
FRONT ROW: W. S. Pettit, Brantford, W. Legg, St. Catharines, W. Inglis, St. Catharines, E. L. Phillips, Beaverton, F. T. Pople, St. Catharines

The toast to "The Wholesale Trade" was proposed by Mr. S. Burnett, of Toronto, and responses made by Messrs. Henaman, of Canadian Polishes, Evans, of Beardmore & Co., Al. Wallace, and W. Fischer, of P. B. Wallace, Sons & Fischer.

Mr. F. H. Revell proposed the toast to "The Press." Mr. L. T. Acton, of the Shoe and Leather Journal, proposed the toast to "The Federation."

After singing the National Anthem, the gathering broke up at about 11.30.

It was to date, the most successful banquet in the history of the Canadian repair trade.

THURSDAY MORNING.

Shortly after ten o'clock, the convention was called to order by President Pettit.

Mr. E. W. A. O'Dell was introduced, and gave an address on "Organization." His remarks were of great value and interest to the repair trade under present circumstances. He said in part:—

"The problems and difficulties of this organization are similar in many respects to those of the organization with which I am connected, the Boot and Shoe Workers' Union. There is no argument necessary in favor of an organization in the trade. An association is necessary for the development and establishment of ideals. Its success, and its ideals depend on the individual members.

"The average member of an organization feels that his duty is ended when he has paid his dues. This is wrong. What is needed is the co-operation and wholehearted support of every individual member of the association. Your members are like shareholders; they should expect to get dividends on their investment. If you invest your money in a business, you don't go away and forget it. You watch it, study it, and do everything possible to get a return on your investment. The same is true of an organization such as this.

"When you elect members to office, you should assume that they are going to do their best to fill the office, and give you the greatest possible returns. You should believe that, and extend to them your full co-operation and support. Pay close attention

to your association work, talk about it to your neighbor, sell him the idea. And don't knock the men who are doing their best to carry on the organization for you. Work together towards the one end.

"Your aim should be to build up your local organization one hundred per cent. Then aim at one hundred per cent in the Province. After that, look for wider fields. The Shoe Repair Industry is an important factor in the country. When it is thoroughly organized there are grievances and difficulties that you can get corrected, which cannot be touched as individuals. As an instance, take difficulties with jobbers. These can be handled through an association and adjustments obtained which would not be possible otherwise."

Concluding, Mr. O'Dell said:—

"The success or failure of your organization will not be due entirely to your officers. It depends on each and every member. Strive for one hundred per cent in your local associations and in the province. I would warn you against too rapid growth. Mushroom growth is never healthy. Slow, steady progress is the sound basis. Constant work of individuals, and team-work will make the shoe repair trade an important factor in the country."

Mr. A. C. Anderson, of Windsor, was then introduced and gave a very interesting and instructive address on "A Simple System of Book-keeping and Cost Finding." This appears in another column.

The Committee on Resolutions then made its report, which is also reproduced elsewhere in this issue.

Following that, the Committee on By-Laws brought in a report, embodying a set of by-laws which were discussed and adopted with revisions.

After votes of thanks were passed to the President and Secretary, for their work during the year, the new officers were installed by Mr. S. Burnett, and the convention adjourned.

While many of those at the convention were obliged to leave before Thursday afternoon, the balance enjoyed a motor ride through the city and suburbs. Many points of interest were viewed, such as the Bell Memorial, the Mohawk Church, conclud-



Convention Group, Ontario Federation, Brantford, July 25th, 1923

ing with a visit to what Brantford men claim is the most up-to-date post office in the Dominion.

Altogether the convention was voted the best ever, those who attended were well repaid in every respect, and everyone is pulling for a greater gathering than ever at St. Catharines next July.

The address by Mr. C. E. Hurlbut, and the report of the Secretary-Treasurer have been held over till our next issue, as it was desired to publish them in full.

RULES OF ONTARIO FEDERATION.

1. That this Federation shall be called, "The Ontario Federation of Shoe Makers and Repairers' Association," and shall have for its object. 1st. To promote and sustain friendly relations with all its Members. 2nd. To discuss and take action upon all matters affecting the interests of the various branches of the Association and Trade in general.
2. The officers of the Federation shall consist of President, Vice-President, and a Secretary-Treasurer together with an executive council composed of one member from each of the Associations in Ontario recognized by this Federation, and one member at large. These shall be elected at each annual meeting, and shall be known as the Federation Council. The whole to retire annually, but to be eligible for re-election. Also two auditors. A quorum of the Federation Council shall consist of seven.
3. The meeting of the said Council shall be at the call of the President, both as to time and place.
4. That the President shall preside at all meetings when present. In his absence then the Vice-President, if both are absent then the Members shall elect some Member to preside.
5. That the Federation shall meet in convention annually. Time and place to be decided upon in open session of convention.
6. Secretary-Treasurer's Duties. That the Secretary-Treasurer shall take and keep a correct record of all proceedings of the Federation. Shall receive all monies on behalf of Federation and shall deposit same in a chartered or government bank, that all accounts be paid by cheque signed by the Secretary-Treasurer and counter-signed by the President or in his absence the Vice-President. And perform all other such duties appertaining to the office of Secretary, and shall receive for his faithful services a Honorarium as may be granted at any Annual Meeting of the Federation.
7. That the financial obligation to the Federation shall be decided at each meeting preceding each Annual Meeting of the said Federation.
8. That all questions for consideration and decision shall be submitted in writing. When a motion to adopt or to amend, the amendment shall be in order. The majority vote shall decide any question and in the event of there being a tie, then the President shall have a casting vote.
9. Auditor. Two Auditors to be elected whose duties shall be to audit the books of the Federation prior to each Annual Meeting and to tender report on same to Convention.
10. That no new rule shall be added or any existing rule altered or rescinded without one month's notice in writing being given to the President whose duty it shall be to bring the matter before the next Convention and a majority vote concurs with same.

CAUGHT AT THE CONVENTION



Walt. Stevens, Sec-Treas., W. S. Pettit, Pres.
for 1922-23.

A. Butterworth
Toronto.

W. S. Pettit, P. P.
Brantford

W. Inglis, Sec-Tres., W. Legg, Pres.
for 1923-24.

Advertising Ideas for Repair Trade

Address by Stanley Blowers, of Hamilton, before the Convention of the Ontario Federation.

ADVERTISING is as necessary to the repair trade as any other trade. But the repairman's margin for advertising is small, and therefore what advertising you do must be done at small cost. Of all the cheaper methods of advertising the clean, attractive store is best. Outside of this, newspapers, window cards, street car advertising, and direct by mail advertising are the four main mediums, by means of which the repairman can reach his customers.

Newspaper space is too expensive and carries too much waste circulation for the average repairman, who desires to reach only a district, or small portion of a town. I might say here, though, that whatever advertising you do, should be done consistently and steadily. It is no use advertising this week, and passing up the next two or three weeks. If you do, the public will forget your message and your money is wasted.

Personally, I have found blotter advertising to be a waste of time and hard earned money. The blotters get into the children's hands, from which they meet a speedy end. Calendars, in my opinion, are another waste of money. Some repairmen give calendars every year, at a possible cost of a quarter. The housewife at the commencement of the year has seven or eight calendars, received from the stores she deals with, from which she selects two or three that appeal to her most, and throws the rest

away. Yours may be the one thrown away.

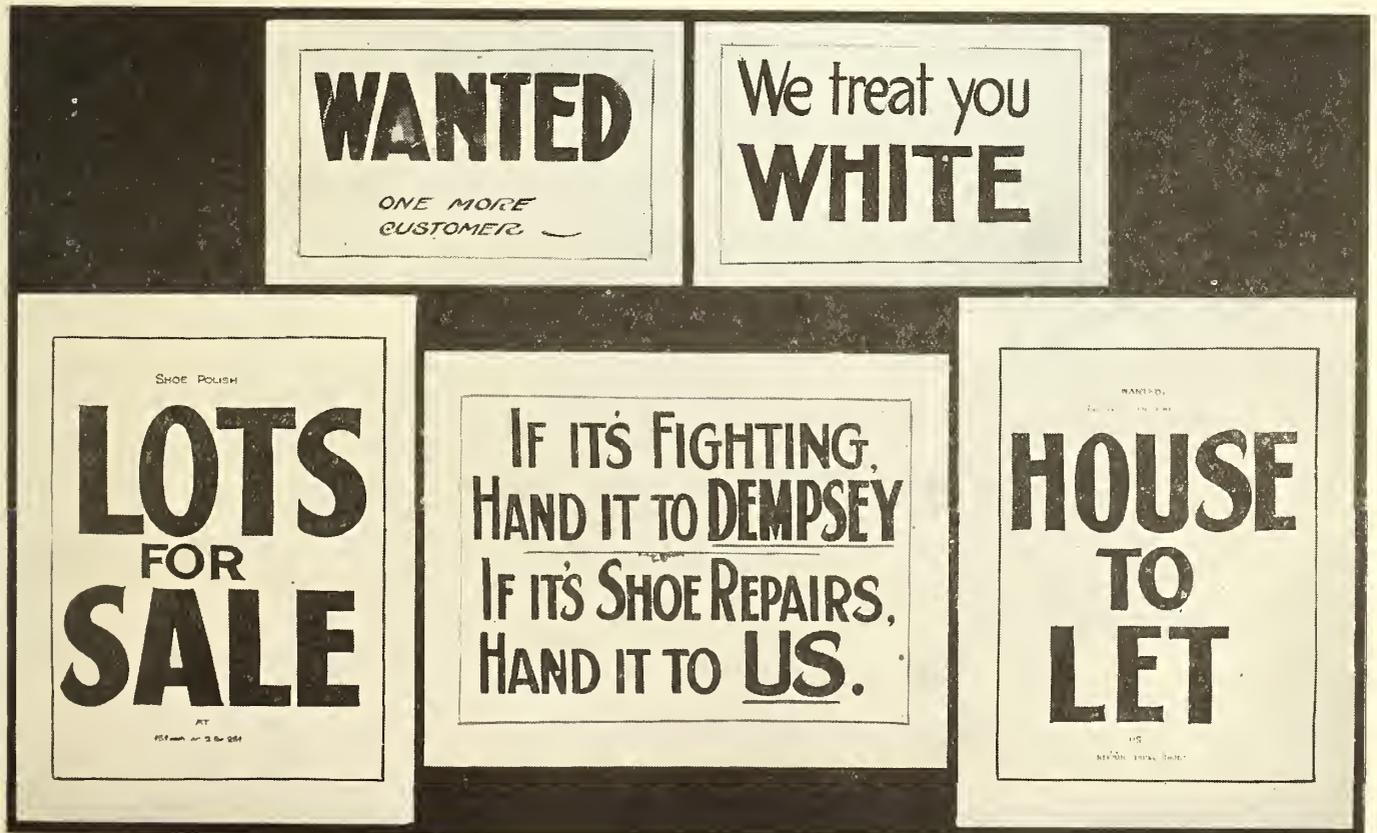
I have found the cheapest and most profitable style of advertising to be the window card, with a catch message plainly lettered. I have brought a few of these cards along to show you. This one "Lots for Sale" prepared for a sale of white polish, brought people right across the street into the store. The catch heading caught their eye, and aroused their interest. Cards of this nature pull business and are in my estimation, the repairman's best advertising medium.

I recently used a card of this style in my window, at the small cost of 25¢, the catch phrase on which was "House to Let." This so appealed to one man that he came into the store to enquire about the "house." When he found that the joke was on him he enquired the prices of repairing, and eventually left work to the amount of \$3.50, which amply repaid the low cost of the card.

Direct by mail advertising, as put out by some firms for the trade, covering a series of letters to prospective customers on the repairman's own mailing list, has proved very effective.

A mailing list of this type can be easily secured by taking the name and address of every customer who enters your store.

I would like to say in closing, that good window cards, at one card per week at 25¢ or \$13.00 a year, is the repairman's cheapest medium for publicity. I think it would be a good thing to bring up before this convention, some scheme for the exchange of window cards among the trade, that is, the stores who care to use that style of window card. Cards come out of the windows as they go into them, clean and unsoiled, as they cannot be used for longer than a week. If some exchange could be established between the Associations in the various towns, it would give the repairmen a chance to have a frequent change of cards, without much expense.



*Women's Easy Fitting
Cushion Sole Shoe*



Gives Rest To Tired Feet

A flexible McKay made on a perfect fitting last, of best quality Dongola Kid, Bluchers or Bals., oxford or high cut with self, patent tip or plain, McKay sewn and Rubber heels.

Write for prices on these shoes. Samples on request.

Jobbing trade a speciality

B & M. SHOE & SLIPPER CO., Ltd.
126-128 GARDEN AVE. - TORONTO.

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

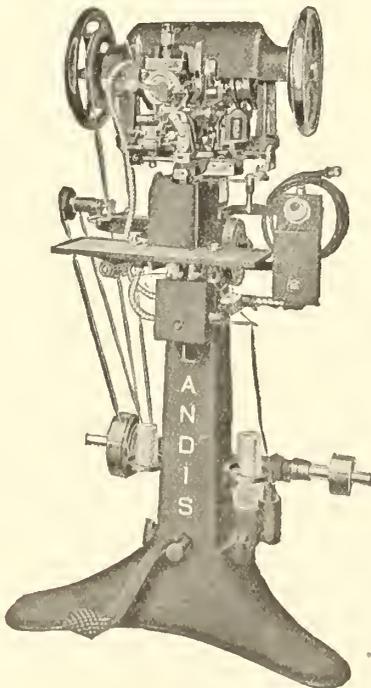
Branch Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

BRANCH WAREROOM

553 St. Valier Street, Quebec City
RICHARD FRERES, Agent

LANDIS NO. 12



Model D

OWN YOUR OWN

LANDIS Stitchers and Finishers for the Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S.

Hamilton, Ont., Can.

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Company

No. 1515 25th St.,

St. Louis, U. S. A.

AN ENTERPRISING OUTFIT.

Repairmen attending the convention at Brantford were interested in the advertising suggestions outlined by Mr. Stanley Blowers. These were all



practical ideas worked out by Mr. Blowers and his partners, Messrs. Fred Tebbs and Fred Wilman. These three partners operate seven stores in Hamilton, known as the Super Service Shops. The accompanying photograph representing their Barton Street store, shows their distinctive shop fronts, which are characterized by brightness, cleanliness,



and attractive displays. They have worked out a registered design also reproduced which also lends individuality to their windows and to their stationery and advertising.

VANCOUVER NOTES.

Business as usual is a term that can be applied to express shoe selling. At the present time, warm bright weather is luring multitudes to the camp and pleasure resorts, where footwear is conspicuous by its absence. The July sales have been worked to their utmost to make returns equal to former years. A slump in children's, girls' and boys' rubber shoes is expected, as a large stock is being put on the market wholesale at 30 cents per pair. In Seattle it is reported that ladies' white canvas footwear with leather soles are retailing at 25 cents per pair. Just fancy two bits, good money has been lost somewhere, as that is not the price of the labor put into them.

RESOLUTIONS PASSED BY THE CONVENTION

Votes of thanks

To the mayor and corporation of the City of Brantford for their grant of \$150.00 to the Federation funds.

To the Chamber of Commerce for the use of the Convention Hall.

To the Bell Telephone Company for their demonstration of the telephone.

To the Trade Journals for their assistance ever cheerfully given in providing publicity for association affairs.

To the Brantford Association for the magnificent manner in which they organized the Convention of 1923.

That an honorarium of \$25.00 be given to Mr. Walt Stevens for his work as Secretary of the Federation during the past year.

And

Whereas the question of costing has an important bearing on the success of the shoe repairing trade and

Whereas it would be to the benefit of the whole trade that every individual in the trade should know his costs, and

Whereas a thorough knowledge of costs would tend to eliminate price-cutting and establish sounder selling prices,

Therefore be it

Resolved that the executive committee of the Federation be instructed to make a further study, through a sub-committee if necessary, of the possibilities of the establishing of a cost system that would be uniform, at least according to location and locality.

Whereas the question of advertising is of vital importance to the building up of the shoe repair business and

Whereas the average repairman cannot make a heavy outlay on advertising matter, and finds the problem difficult to handle alone therefore be it

Resolved that the executive of the Ontario Federation be instructed to appoint a sub-committee to study the possibilities of advertising in the repair trade; that this sub-committee get in touch with the various local associations, with a view to the development and exchange of ideas, such as window cards, etc., and report back to the executive, by whom action can be taken.

The leather and findings trade is about normal, no large purchases are reported. The tendency appears to be to hold off buying in anticipation of a readjustment of prices, but there is no information on hand to warrant it. Rubber heels have been advanced. All makes are now the same price.

Mr. J. Smith of Denby Bros., Pender St., is recovering from broken ribs, which were caused while skylarking.

W. G. Langdon of the same firm has been paying a visit to old friends in Victoria.

Mrs. H. North and daughter have returned from a short holiday to Seattle.



**HECTOR
SHOES**

**HECTOR
SHOES**

*Turns That
Take The Trade*

The Hector Line for Wholesalers

Under present conditions retailers are doing more and more of their buying through wholesalers, and this increased trade will go in largest volume to those wholesalers who feature **HECTOR TURNS**.

To meet to-day's demands we are offering many special trade inducements, both in style and price, made possible by our specialized turn shoe production.

Before doing your Fall Buying let a comparison of our values show you just where you are sure to gain by investing in this line.

HECTOR SHOE COMPANY

331 Demontigny St., East Montreal
F. X. Leblanc, Managing Director

H

Hector Shoes

H

Mr. W. Edgley (Bill) of the B. C. Leather and Findings has been spending his vacation visiting the Sound Cities.

Mr. J. Welburn who has been sojourning in the Southern States for the benefit of his health has opened up a new stand on Granville St., opposite the old one.

Mr. Houston has taken over the store of Mr. A. W. Dunbarand of Smyth St. Mr. Dunbarand anticipates moving to Seattle.

Mr. N. E. Mitchell of Main Street has installed a power finisher.

Mr. A. McQuarry has opened a smart store on Victoria Drive.

We regret to state Norman McDonald of McDonald Brothers, Columbia Street, New Westminster, was taken from his business suffering with appendicitis and rushed to the hospital for an operation. He hopes to be out in several weeks, all being well.

ANNOUNCEMENT.

The Richard Young Company announce that their headquarters at 36-38 Spruce Street, New York, will be closed all day Saturday during the month of August. The President, Mr. Richard Young, feels that five days per week is sufficient for his employees to work during the hot weather. This is being tried as an experiment for one month this year, and, if the results are satisfactory, will undoubtedly be extended over the entire summer beginning next year. This will include the Company's branches in other cities.

WHOLESALE ASSOCIATION

On Thursday, July 19th., a meeting of the Shoe Wholesalers' Association of Canada was held in Montreal, attended by about thirty wholesalers. Mr. Joseph Pocock of the London Shoe Co., Limited, London, Ont., was elected as a representative on the Executive Committee. The meeting discussed some of the problems of the wholesale shoe trade under present conditions, and the wholesalers present decided to give a preference in their purchasing to those firms which accorded adequate consideration to wholesale accounts. A Committee has been appointed by the President to meet with a Committee of Manufacturers to consider ways and means of closer co-operation to the mutual advantage of the wholesalers and their suppliers. Another matter which received considerable discussion at the meeting was the operation of the new Sales Tax as it will affect the interests of the wholesale trade.

HARVARD BUREAU FIGURES FOR 1922.

The Shoe Manufacturers' Association of Canada has received from the Bureau of Business Research of Harvard University an analysis of the operating expenses in retail shoe stores in 1922. The following shows the common and average figures for 421 businesses. The reports received were principally from shoe stores in the United States, but included a few in Canada, and the figures probably are representative.

Wages of sales force	10.5%
Advertising	2.3
Wrappings and other selling	0.2
Total selling	13.0

Delivery	0.1
Buying, management, and office salaries	4.4
Office supplies, postages and other management	0.4
Total buying and management	4.8
Rent	3.3
Heat, light and power	0.7
Taxes (except on buildings and income)	0.7
Insurance (except on buildings)	0.5
Repairs of store equipment	0.2
Depreciation of store equipment	0.4
Total interest	3.1
Total fixed charges and upkeep	8.9
Miscellaneous	1.1
Losses from bad debts	0.2
Total expense	28.1
Gross margin	28.1
Net profit	0.0
Stock-turn	1.7

Montreal manufacturers report having received visits from many members of both the wholesale and retail trade lately. Among the recent visitors were Mr. J. A. McLaren of J. A. McLaren & Co., Limited, Toronto, Mr. Hugh White, of the White Shoe Co., Toronto, Mr. Chas. Sterling and Mr. Firth, of Sterling Bros., Ltd., London, Ont., Mr. J. S. Townsend, Hamilton, Ont., Mr. Philip and Mr. Joseph Pocock, London Shoe Co., Ltd., London, Ont., Mr. L. Lockett, Kingston, Ont., Mr. J. S. Coates of the Amherst Boot & Shoe Co., Limited, Amherst, N.S., Mr. J. C. Earle and Mr. Humphrey of The J. M. Humphrey Co., Ltd., St. John, N.B., Mr. J. A. McCrimmon of J. A. McCrimmon & Son, Toronto, Mr. Chas. Weaver, Trenton, Ont., Mr. Louis Beaubien, Quebec, Mr. Plomendon of Paquet Ltd., Quebec. Many of these as well as others in the trade also called on the manufacturers in Quebec City.

A GREAT MOOSE HUNTER.

The above photograph shows the picture of a baby moose caught by J. J. C. Robbins of Porter and



Robins, Yarmouth, N.S., when he and his party disturbed a mother cow moose and the young calf. This snap shot was sent to Mr. Geo. J. Scott of Philip Jacobi Toronto.



Stylish Sandals

AT "CANADIAN
STITCHDOWN"
VALUE

"Just a little Better"

Merchants know there is going to be a continued demand for Sandals next season but in this type of shoe particularly many are doubtful as to just what is safe.

Here is a sample of a line of sandal effects we have originated for Spring in which risk in buying is eliminated by style features of the most appealing kind,—nothing freakish, each one correct and altogether charming in both last and pattern—popular colors, latest ideas in attractive combinations.

SEE THE COMPLETE LINE BEFORE PLACING

A Full Range of Stitchdowns—Everything from Infants' to Men's—With our Specialization they are Made Right and Priced Right for Extensive Selling.

CANADIAN STITCHDOWN COMPANY

287 Aird Ave.

Montreal

THE CANADIAN NATIONAL EXHIBITION.

(Continued from page 39)

manufacturers; but also their representatives, the heads of the companies, and some men whom the dealer should meet personally. Without travelling all over the country, or all over a large city, the dealer can look over samples, talk conditions, get ideas for himself and for his business, and buy shoes.

This is the nearest thing to an annual shoe and leather fair that we have in Canada. To make it really worth while, it is necessary, first, for the manufacturer to make a good, representative display, second, that he tell his story to as many consumers as possible, and last, and most important, that the dealer take full advantage of the opportunity offered to him by the show.

There are thousands of retailers within striking distance of Toronto. The Exhibition of itself, aside from shoes, is worth any man's time and money. The shoe stores of Toronto are worth seeing and the dealers worth meeting, and the whole expense could be charged against the business as an investment.

We would suggest that if a dealer can't come himself, he send one or two of his salesmen, send them anyway.

The Exhibitors

The list of exhibitors, with their booth numbers, is as follows:—

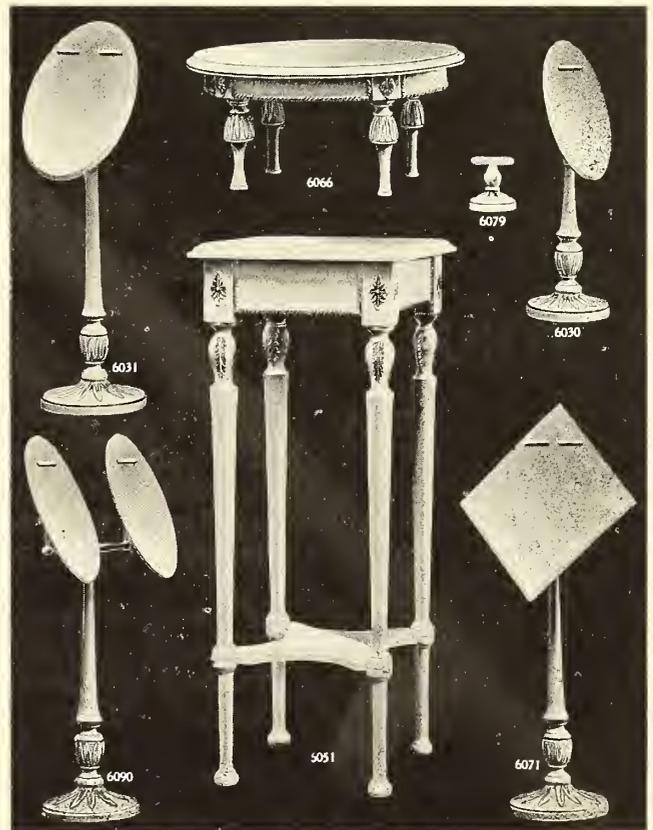
1. & 30. Hurlbut Co., Limited
2. Charles Tilley and Son, Limited
3. Tebbutt Shoe and Leather Co., Limited
4. Scott-McHale, Limited
5. Getty and Scott, Limited
6. Defender Shoe Co.
7. & 8. Hartt Boot and Shoe Co.
9. Walker Parker Co., Limited
10. Owens Elmes Mfg. Co., Limited
11. Blachford Shoe Mfg. Co., Limited
12. J. and T. Bell, Limited
13. Eagle Shoe Co., Limited
14. Perth Shoe Co., Limited
15. Murray Shoe Co., Limited
16. Kingsbury Footwear Co., Limited
17. Jno. Ritchie Co., Limited
18. W. B. Hamilton Shoe Co., Limited
19. Duchaine and Perkins
20. Weston Shoe Co., Limited
21. & 22. Williams Shoe Limited
23. Slater Shoe Co., Limited
24. Brandon Shoe Co., Limited
25. Charles A. Ahrens Limited
26. Tred-Rite Shoe Co., Limited
27. & 28. MacFarlane Shoe Co., Limited
29. Smardon Shoe Co., Limited
- A.B.C. and D. Beardmore Co.
- E. A. R. Clarke and Co.
- F. Columbus Rubber Co. of Mtl., Limited
- G. Davis Leather Co., Limited
- H. Robson Leather Co., Limited
- I. Oscar Rumpel
- J. Edwards and Edwards
- K. and L. Miner Rubber Co., Limited
- M. and N. Talbot Shoe Co., Limited
- O. Canadian Shoes, Limited
- P. and Q. Witchell and Shiel
- S. Gutta Percha and Rubber Co.
- T. and U. United Shoe Machinery Co., Limited
- V. John McPherson Co., Limited

Dale Display Fixtures

**Appearance Wins the
Customer**

*Catch the eye with a
Distinctive Fixture*

The Better the Product the more
important is it that a "Dale"
Fixture is used



Manufactured by

Dale Wax Figure Company LIMITED

Canada's Leading Display Fixture House
86 York St., Toronto

MONTREAL
P. R. Munro
520 New Birks Bldg.

WINNIPEG
O'Brien Allan & Co.
Phoenix Block

VANCOUVER
E. R. Ballert & Son
Mercantile Bldg.

Britain's Finest!

1866



1923



"Waukeezie"
Characteristic Footwear

"TRUE-PHIT"

"BRITANNIC"

These brands have a world wide reputation for service. That they need no great introduction to the trade is proved by successful sales record of the shoes held by many Canadian retailers. For over 57 years, they have held first place as leading men's and women's British brogues.

Be sure to visit our special display in the International Building during the Canadian National Exhibition, August 25th to September 8. You will be welcome.

John Marlow & Sons, Ltd.

Phoenix Shoe Works
NORTHAMPTON
England



Agent:-
J. F. BENTLEY
77 Victoria St., Toronto

Among The Shoe Men



Mr. L. E. Turgeon of the Eastern Shoe Mfg., Co., Limited, Montreal, has returned from a business trip to Toronto in the interests of his firm.

Mr. A. D. Albee, of the Canadian Leather Co., Montreal, has just returned from a visit to Boston, New York and Philadelphia on business.

Mr. J. A. McLaren, Toronto, spent several days recently in Montreal and Quebec City, following his trip to Boston. While in Montreal he presided at the meeting of the Shoe Wholesalers' Association held on July 19th.

Mr. Hugh White was one of the Toronto wholesalers who recently visited the trade in Montreal.

Mr. Wilfrid Dubois of the Quebec Shoe & Rubber Co., spent a few days in Montreal recently.

Mr. Edgar A. Wentzell, the well known boot and shoe man of Annapolis Royal, N.S. passed away recently, following a very short illness. Mr. Wentzell was in his sixty-first year. His death removes one of the most popular characters and sterling citizens from Annapolis Royal, and we feel sure that members of the trade will join us in our expression of sympathy for his widow.

The Fraserville Shoe Factory owned by Mr. Albert Lemieux, Sr., in Riviere du Loup suffered \$40,000 damage during a recent fire.

The shoe retailers of St. John, N.B., who recently secured the early closing by-law now want it cancelled believing that it applied only to the summer months instead of the whole year, as it now is. Action has not yet been taken.

Mr. James Hughes, manager of a shoe repair shop in Kenora was drowned recently when he fell in the water from a barge.

Mr. J. Jaques, managing director of the Premier Boot Co., Rushden, England, was on a business trip in Toronto last week, having visited Australia and New Zealand.

DEATH OF VETERAN SHOE MAN.

The sudden death of Mr. W. T. Purvis, of 40 Glenholme Avenue, a director of the W. B. Hamilton Shoe Company, surprised and shocked the entire shoe trade. The late Mr. Purvis who was 59 years of age, has been associated all his life with the W. B. Hamilton Shoe Company, in fact ever since he left Upper Canada College in his seventeenth year, and he was widely and favorably known throughout the country in connection with the shoe trade. Mr. Purvis left his home in apparently good health and proceeded in the normal course of events to his office, where while dictating a letter to his stenographer, he suddenly fell forward in his chair. Medical aid was immediately summoned, meanwhile, Mr. Hamilton the president of the firm, and others making what effort they could to revive him. When fifteen minutes later the doctor arrived life was extinct. The deceased had not complained of feeling ill at all, in fact his friends had remarked on the excellence of his health. He is survived by his wife and two sons Edwin and Ivan. The interment took place in Mount Pleasant cemetery, Toronto.

ONE WONDERFUL TIME AT THE AGNEW PICNIC.

The third annual picnic of the employees of the Agnew Boot and Shoe Company embracing 13 shops and the warehouses and the Dominion Rubber Systems, Brantford, was recently held at Wabasso Park, Hamilton. Over 100 employees attended. The whole party travelled by private cars, and were a very merry group. The day was spent in games, softball, bathing and swimming contests, and of course abundance of good eats, superintended by the ladies of the party. The softball tournament comprised three teams, north, central and south. As a start north played centre, winning out 16-12, afterwards north and south competed, and again north was successful, the score being 15-7 in their favor. The girls of the party organized an impromptu softball game of their own, but no one knows the result. The whole day was one round of pleasure. Mr. John Agnew was prevented from attending through illness and many were the regrets expressed at his absence.

LAYS CORNERSTONE.

Mayor L. O. Breithaupt, wielding a silver trowel presented by members of the city council, recently laid the cornerstone of Kitchener's new city hall, before a large crowd of interested spectators. Ex-mayors of the city, members of parliament and



active members of the present administration participated in the event. Mayor Breithaupt in his address, touched upon the steady development of the city, its spirit of progress and the aims of its citizens, together with a general outline of the activities of the various municipal departments.

*The McKAY Line that
turns over fast, yields good
profit and makes repeat
buyers.*

DOMINION

Growing Girls
Misses

Childrens
Infants

Boys
Youths & Gents

A selection of proven trade winners
ready for

IMMEDIATE SHIPMENT



DOMINION

Shoe, Limited

2298-2302 Chabot St.

Montreal

To Visit Our Plant Take Papineau Avenue Street Car Going North And Get Off At Bellechasse Street

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

OOZE, FLEXIBLE And WAX SPLITS FOR HOME AND EXPORT TRADE

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

HOTEL

Essex

OPPOSITE SOUTH STATION

ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

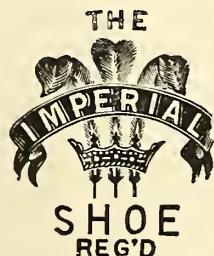
All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex." We advise making reservations.

J. J. McCarthy, Pres.
Telephone Liberty 3520

THE ESSEX HOTEL COMPANY
BOSTON, MASS.

T. A. McCarthy, Tres.
Cable Address ESSEXO

J. A. McLAREN COMPANY LIMITED



**The Brand
Of Value**

*Quality Shoes
for Men
and Women*

Shoes that satisfy and SELL. That is the secret of "Imperial" popularity. Every style feature, every detail of shoemaking is part of a policy which insists that every Imperial Shoe must SATISFY.

RETAILERS! COME TO TORONTO EXHIBITION AUGUST 25 TO SEPTEMBER 8.

The Time Is Opportune

It is the "Great and Only" Canadian National Exhibition. You know what that means in having an entertaining and instructive time.

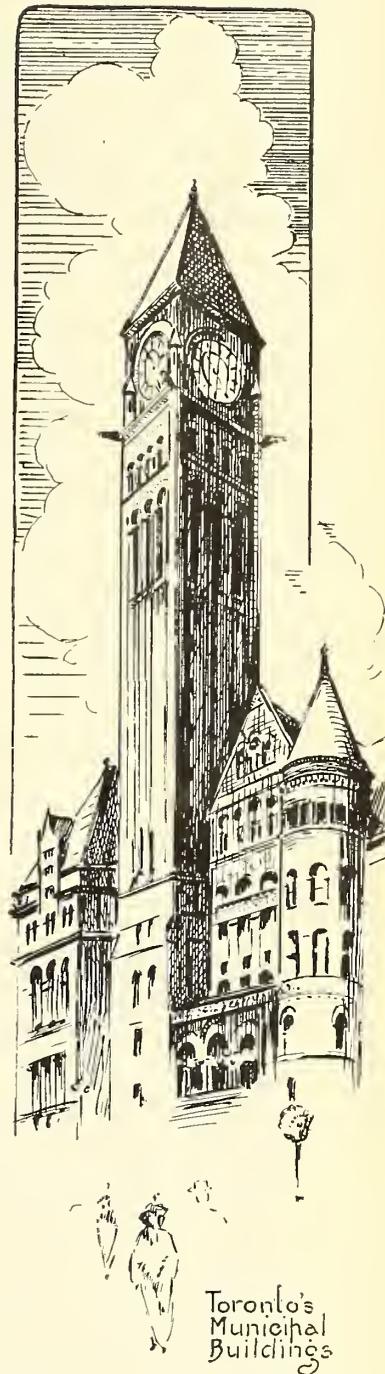
It is the beginning of the Fall buying season. You know what that means in a shoe retailer's business.

The Inducements Are Great

For we are not going to let a hearty greeting alone show you our genuine interest in your visit, but we are going to celebrate it with some real live specials in shoes.

These are not sacrifices in out-of-season lines that will have to wait until their demand comes round, but are special prices on up-to-the-minute goods of immediate appeal:—something as important as a bountiful harvest and as timely as rain during a period of drouth.

They are seasonable shoes, in a full selection for men and women, with both style and value going direct to the popular fancy of your customers.



Toronto's
Municipal
Buildings

HOCKEY SHOES

Our Hockeys are well known sellers because they are specially made to combine lightness with strength and fit with wear. Should be ordered now to assure getting your requirements.

SLIPPERS

Do not forget your Slipper orders for Fall. A complete choice selection in both Men's and Women's, featuring special lines in Men's Everetts and Romeos.

INDEPENDENT RUBBERS

*The wholesale service that can give you valuable co-operation
in preparing for Fall Trade.*

J. A. McLaren Company Limited

30 FRONT STREET, W.

TORONTO



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. Inc.

New York

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

American Notes

Boston Bits

EARLIER in the summer the rage was for colors, but gradually the demand eased off, and for the past week or two plain white goods have been in better demand. It was thought that whites trimmed with colors would go strong, but the fact that the shoes became dirty and the colors gaudy, militated against their popularity. Full colored goods have been selling better lately although not in anything like the freeness of pure whites.

Business has been good in most lines, but particularly in white, with suedes in grey bieve and otter. Champagne is also meeting with a good call. It is thought that darker shades will prevail for fall and more subdued shades for women. Dark shades of brown and black suede promise to loom up well. Patent with sandal and strap effects will run strong.

New York Notes

Whites have been running strong, and in many cases stocks have not been sufficient to meet the demand. The reason for this is that retailers had thought that colors would be the rage this summer, and neglected pure white. On account of the class of people wearing colored shoes there was a shying off from them towards the beginning of the season, and the tide set in for whites with a sprinkling of white trimmed with colors. But colors have not reached fifty per cent of the estimate of buyers at the beginning of the season.

Cross straps seem to be going strong for fall down here, a number of new patterns being shown. One straps are again to the fore and will doubtless hold a good place in the running. Black satin, black patent and black kid are the vogue in these. Ankle straps are being discussed and some pleasing models are being shown. Colonials are talked of again, but do not seem to take hold. Brown leads the list in colors with darker shades predominating, such as log cabin, wood and similar shades in kid, suede and calf. There is every indication, however, that blacks will more than hold their own for fall.

Chicago Chat

Whites have had the floor for the past month in spite of the rainbow colors, that have appeared in most down town windows. A good many colored shoes in red, green, purple, blue, yellow and orange have been seen but they have been conspicuous by their exception to the great array of plain whites, which have dominated even whites trimmed with colors. At present plain white trimmed with kid seems to be the fashion.

At the same time, there is a goodly sprinkling of black and brown satins, brown kids, suedes in bieve, grey and brown. Dealers seem satisfied with business for July and are looking forward to a good fall as soon as summer stocks are cleaned up.

Mr. Wilfrid Gagnon, general manager of Aird & Son, Reg., recently visited Toronto on business.



The most wonderful pocket convenience for marking over soiled spots

Chemically perfected to clean instantly. As the stick wears down it can be easily projected from the sanitary holder by pushing up on the metal disc at the bottom.

\$1.25 per doz. White or Gray
Display carton of 6 doz. \$7.50



**The E. T. Gilbert Mfg. Company
ROCHESTER, N. Y.**

CONDENSED ADVERTISEMENTS

WANTED—by Quebec Province firm manufacturing a popular priced line of women's and children's McKays, a Salesman, for territory from Port Arthur West. Must be an aggressive and experienced man. This is a good position for one who can show good results. Apply in the first instance to Box 4, Room 410, Coristine Building, Montreal.

FOR SALE—Shoe Store in Ottawa City, good business location, low rent, stock exceptionally clean and up-to-date. Terms to suit purchaser. Good reason for selling. Box 116, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

SALESMAN Wanted for Quebec and Maritime Provinces, by Ontario Shoe Findings House. State experience and salary expected. Apply, Box 115, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

WANTED $\frac{5}{8}$ Strap machine and 3/16 Lace Machine Hand State price, Box 117, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

FOR SALE—Shoe Store in Ottawa, clean, up-to-date stock, good location, long lease, \$5,000 to \$6,000 will handle. Good reason for selling. Box 111, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

FOR SALE CHEAP—One 22ft. Goodyear outfit with post for stitcher head. Good condition. To-day's price, new \$660.00, a sacrifice at \$260.00, also one Summit Splitting machine \$85.00 in new condition. Owner has quit business. Apply Box 571 Ingersoll, Ont.

GENTLEMAN, living in Central England, having thorough knowledge of Leather Trade and good connection in the Gloving Districts, desires to represent reputable firm of light leather tanners. Address Z.Y. 853, c/o Deacon's, Leadenhall St., London.

SHOE BUSINESS FOR SALE as going concern, reason for selling, accepted municipal position. Write N. A. Zick, Waterloo, Ont.

WANTED FOR TORONTO—An A.1. Foreman or Superintendent for Boudoir Factory with experience in cost figuring preferred. Good future for right man. Reply fully stating past experience, references, wages expected, when available, etc. Replies treated strictly confidential. Box 112 Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

HIGHLY EXPERIENCED RETAIL SHOE MAN, qualified to hold a seniority or managership is open for a position. Willing to handle stocks for assignees and bankrupt stocks offered for clearance sale or would take charge of Foot Comfort Department. Would also consider a resident sample room proposition. Writer has a thorough knowledge of shoes and a complete understanding of retail merchandising. For further particulars apply Box, 114 Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

WANTED—For Toronto, Montreal and large towns in Quebec and Maritime line to be carried with high grade women's Welts and Turns. Only Best Grade of accounts called on. Box 113, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

The Chas. A. Ahrens and Co., of Kitchener, recently held their annual picnic at Conestogo, where the usual games were indulged in, and everybody had a real good time.

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 Woodbridge, Ont.
Toronto

Quebec and Maritime Provinces

Represented by
John McEntyre, Limited - Montreal, Que

English
Leathers
Box and
Willow
Sides

The best from
the old country

THOS. REARDEN & CO., LTD.
BROCKLEY LEATHER WORKS
LONDON, E. 4 ENGLAND



ALL ABOARD Direct through Connections from "HOOF TO BEAMHOUSE"

Only stops to improve quality and selection. Depots at all principal Hide centres including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

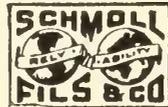
SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

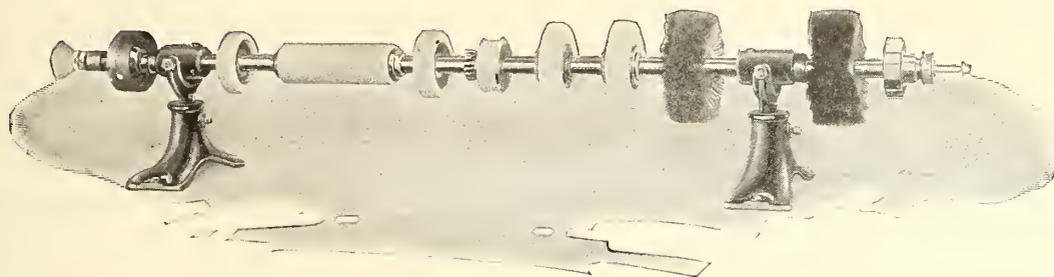
CHICAGO

"We deliver what you buy"

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The Smallest Detail To The Largest Complete Equipment With The Same Assurance of Satisfaction



Illustrating our 6 ft. Bench Finishing Shaft, Model M—Produced in our Montreal Factory

Outfits for Any Size Repair Business

Styles for Every Location

Bradbury Patching Machines

Findings --- Tools --- Supplies

*If visiting the Canadian National Exhibition at
Toronto Our Booth at the Shoe Style Show
will interest you*

UNITED SHOE MACHINERY CO. OF CANADA, LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W:

KITCHENER
88 Ontario Street, S.

QUEBEC
28 Demers Street

Face The Facts

Big turnover in shoe selling to-day cannot be secured on fancy prices.

The trade that gives you the right rate of turnover comes only from the large majority who insist on sensibly moderate prices.

When thinking of these buyers, think of Clark Bros. Shoes---the line of latest vogue, good shoemaking and strongest appeal in value.

*Clark Bros. Pumps and Oxfords
are Made to Retail at \$5.00*

CLARK BROS., Limited
St. Stephen *N. B.*

Toronto, August 15th, 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

For Better Business

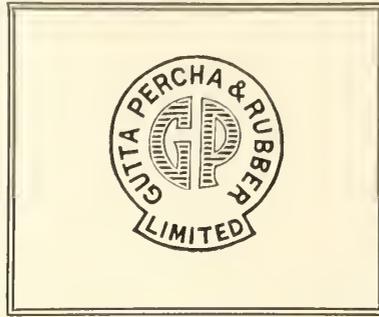
The shoe and leather industry of Canada, following a long period of depression and facing one of the most critical situations in its history, requires wisdom, courage and aggressiveness.

The manufacturers are showing their confidence in the future by putting on their second annual display at the Canadian National Exhibition, August 25th to Sept 8th. The retailers of the country can help make this a worth while event by advertising it—and by making a point of seeing it themselves.

The next important matter before the trade is the NATIONAL SHOE WEEK, September 17th to 22nd. If every shoe dealer in Canada does his part, it should have the effect of starting and developing fall business to an extent that will be profitable to everybody concerned.

Get ready for it!

Acton Publishing Co. Limited
Toronto Montreal



A Mark Of Merit
That Distinguishes
“GUTTA
PERCHA”
Canvas Shoes
Merit Marks Their Superiority

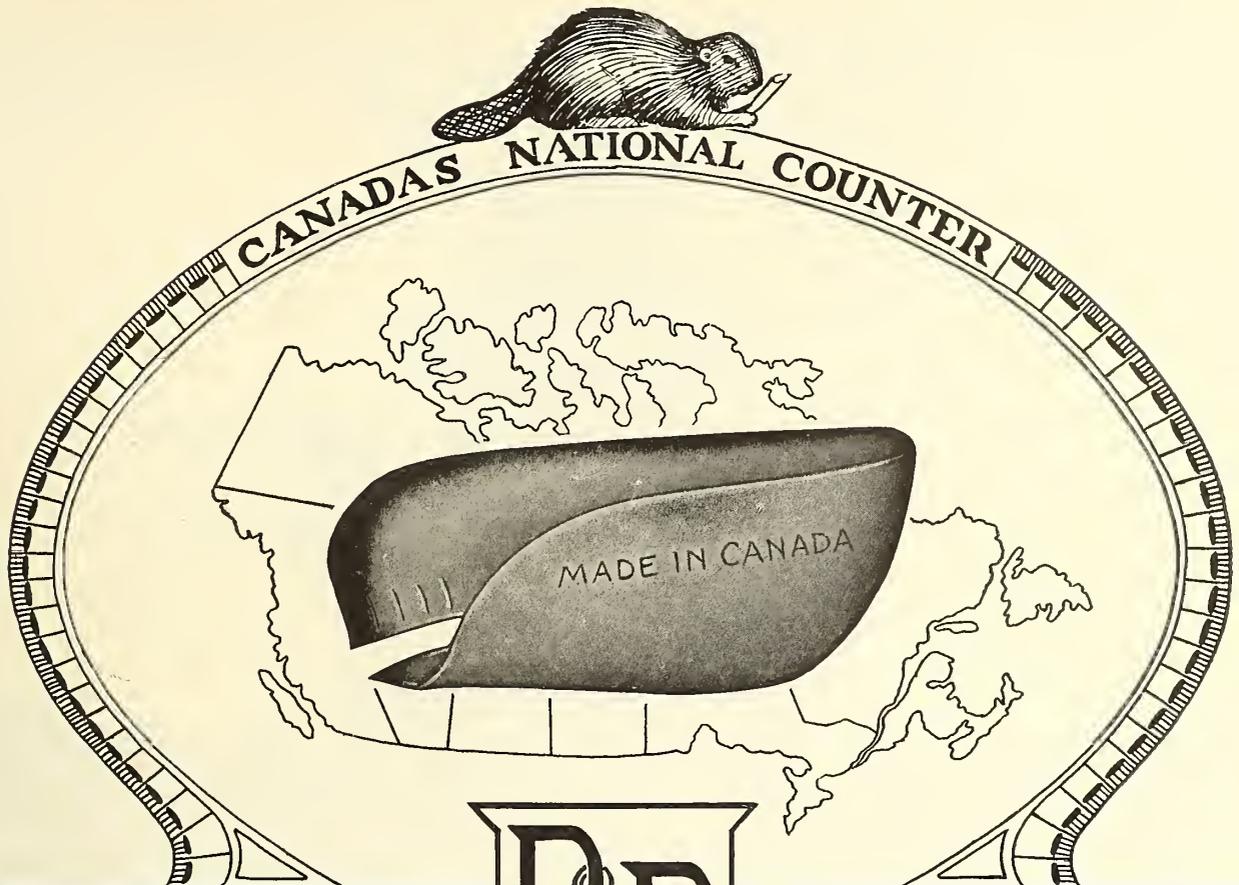
When you offer your customers “Gutta Percha” Canvas Shoes, they know and you know, that you are offering an article of established quality and good repute. The name has been made widely familiar by advertising, and the merit of these reliable shoes has convinced all who have worn them. This makes them easy and quick to sell--which means definitely increased revenue for you.

Manufactured Exclusively By

Gutta Percha & Rubber Limited

Head Offices and Factories, Toronto

Branches from Coast to Coast



King Tut's Sandals Had No Counter

In style the women's sandals of to-day may be copied from the period of King Tut, but sandals then although beautiful to look at were slipping, shuffling affairs, whereas the present day models are firm fitting and durable. **THE COUNTER MAKES THE DIFFERENCE.**

For sandals and every other kind of women's footwear, the light, strong **D. & P. UNION THREE PIECE COUNTERS** mean perfect fit with the maximum of wear no matter how graceful the last or how light the type of shoe.

Counter buying for your new lines, without risk of inferior quality and with assurance of biggest value comes from choosing **D. & P. FIBRE COUNTERS**, graded to suit your shoe.

Visit us at our exhibit, booth R, Canadian National Exhibition, Toronto, Aug. 25 to Sept. 8.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:—Ed. R. Lewis Leather Co.
For Quebec City:—Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



INCREASED TURNOVER

Is to-day the solution of *profitable selling* for either manufacturer or retailer. There is no surer way of increasing sales than by the use of

Davis Calf

It means attractive, durable and perfect fitting shoes at prices within the reach of all classes of customers, economy to maker, seller and wearer. DAVIS CALF means shoes of the utmost quality, wear and appearance at the minimum of PRICE.

Davis Colored Calf

In the most popular shades of brown and red.

Black Dominion Calf

A mellow, lustrous, wear resisting leather.

Davis Boarded Veals

For popular priced shoes of outstanding style.

A Leather for Every Shoe.

We shall be glad to meet you at Booth G in the Coliseum at the Canadian National Exhibition, August 25th to September 8th.

DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONTARIO
CANADA.

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

Head Here, When You Hit Toronto

Members of the trade visiting Toronto during the Canadian National Exhibition, August 25th. to Sept. 8th., are invited to call on us at our warehouse, where we will be glad to meet you, and show you our many interesting lines.

As usual, we are holding our Annual Exhibition Sale. Those who have taken advantage of it in previous years will remember that it is an occasion of special offerings and unusual opportunities. In addition to heavy staples for men, boys and youths, we can show you attractive values in a full range for the whole family. This is one way of making your trip to Toronto a success.

White Service is complete and prompt—a factor that often means sales for the dealer.

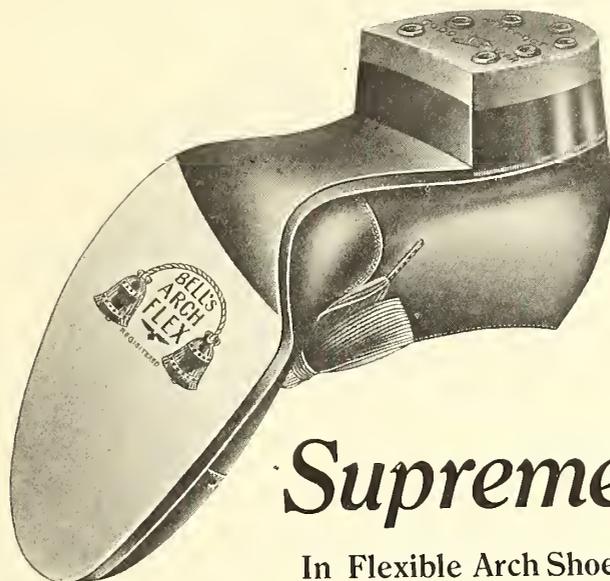
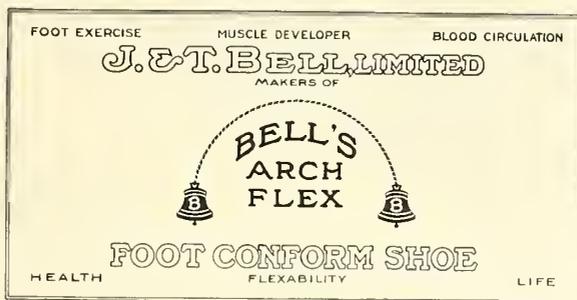
WHITE SHOE COMPANY LIMITED

9 Wellington Street West

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Toronto, Ontario



Supreme

In Flexible Arch Shoes

It is only natural that Bell standards applied to the production of a flexible arch shoe should result in our "Arch Flex"--a shoe that leads in its class for improved features.

For perfect foot health, unrestrained muscle movement must be combined with firm arch support, both of which are achieved in maximum degree by the flexible sole and specially constructed insole of our "Arch Flex" Shoe. Without unnatural pressure it always conforms exactly to the foot's shape, while also aiding the foot to carry the weight of the body with least possible strain on the arch.

The flexible arch idea is selling MORE shoes. Feature it at its best in Bell's perfected "Arch Flex" Shoe.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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



See Our Range Of MEN'S and BOYS' Shoes

We have recently made a large purchase of Men's Welts which we are offering at very attractive prices to Exhibition Visitors---some of these on such well-known lasts, as:--The **ROVER**

BALKAN

DEAUVILLE and

AERO

Make your expenses to the Exhibition by purchasing some of these lines---Call early as some of the lines are limited in quantity.

The **RELIANCE SHOE CO., LTD.**

1191-99 Bathurst St.,

Take Bathurst Street car to our door.



La Duchesse

*Arrived! La Duchesse
New Samples
Are Ready*

Many of our new lines are now ready for inspection, and every day sees more new creations taking their place in the array of La Duchesse footwear.

Those who have seen these samples pronounce them shoes of wonderful possibilities, both for their exclusive appealing features in lasts and patterns, and their popular prices that place them in the top value class.

The wholesaler's first step in buying for the coming season should be to see these lines. The House that is headquarters for such sales-creating shoes will draw the demand of the trade in biggest volume.

“La Duchesse” Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*

*Windsor Plant**No. 235*

Something Different

High Cut Boots for Ladies and Gentlemen. Golf, Tennis, Baseball, Football, Running, Jumping, Cricket, Lacrosse, Bowling, Gymnasium, Hockey, Skating and Athletic footwear of all kinds, made in

Canada

by experts of 25 years' experience in the making of the highest grade line in the United States. THE

Witchell & Sheill
TRADE MARK REGISTERED

Agencies open for live dealers. Visit our display at Canadian National Exposition. Booths P and Q

*No. 126*

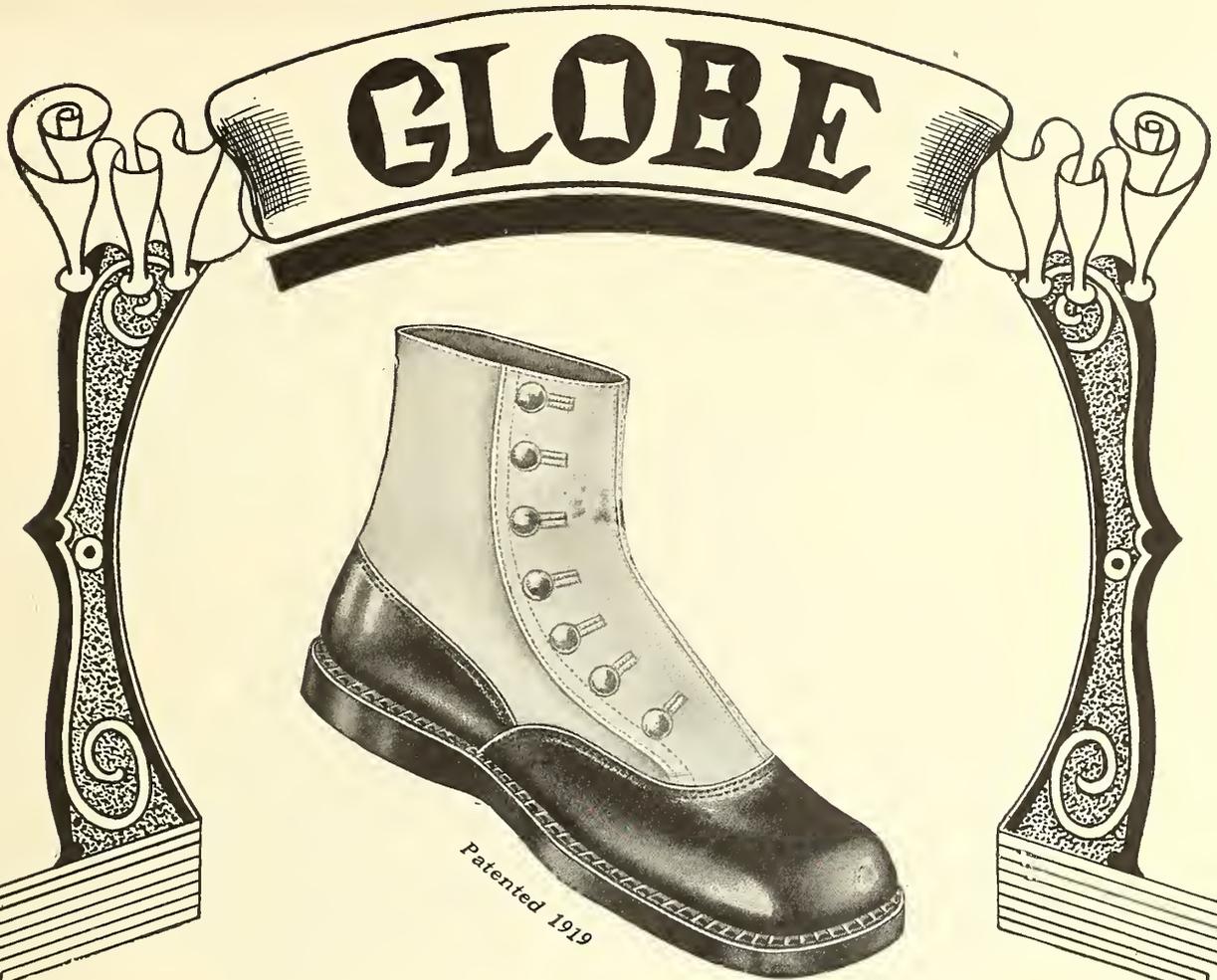
Catalogues on request

Witchell-Sheill Company
of Canada, Limited

Manufacturers of Boots, Outing and Athletic Footwear

Windsor

Canada



Independent of varying trade conditions, Children's Footwear is one line with a uniform steady demand. And when your children's shoes have the exclusive fitting features, the appearance and the sterling value of Globe "Pillow Welts" and "Baby Pillow Welts", the demand is turned into uniform steady sales.

*They are the only genuine Goodyear Welt
Shoe made with a Pillow Welt Insole.*

Have your stock of Globe Shoes complete for Fall Trade by ordering NOW. A salesman will call with the entire range whenever requested.

Carried in stock by A. Lambert, Inc., Montreal.

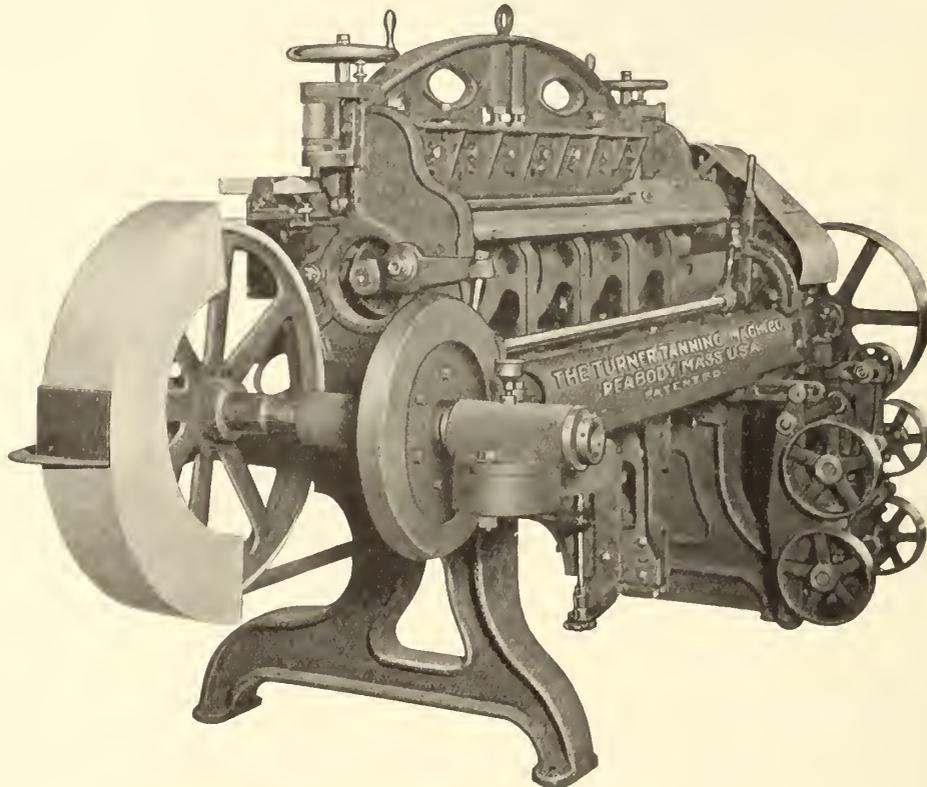
GLOBE SHOE, LIMITED

TERREBONNE
Montreal Office---11 St. James St.

QUE.
Representative---J. A. BLUTEAU

The Turner Belt Knife Splitting Machine
is like all Turner Products

“The Best Machine for the Best Leather”



As made to-day it is better than ever, having large hole in the frame for removal of the rubber roll, Universal Joint in place of Gear and Pinion drive for gauge roll, smooth top for feeding plate, immediate adjustment for both Grinders at one movement, and all together it is at once and always unsurpassed for a Splitting Machine.

Made in sizes, 36 in., 57 in., 72 in., 84 in. and 106 in.

The Turner Tanning Machinery Company

Main Office and Works:
PEABODY, MASS., U. S. A.

BRANCHES

NEWARK, NEW JERSEY

PHILADELPHIA, PENNSYLVANIA

MILWAUKEE, WISCONSIN

LEEDS, ENGLAND

FOREIGN BRANCHES

PARIS, FRANCE



Patent Cross Strap, Suede Trim, Cut-Out Edges, Covered Spanish Heel.

*Another
Of
Our
Newest*

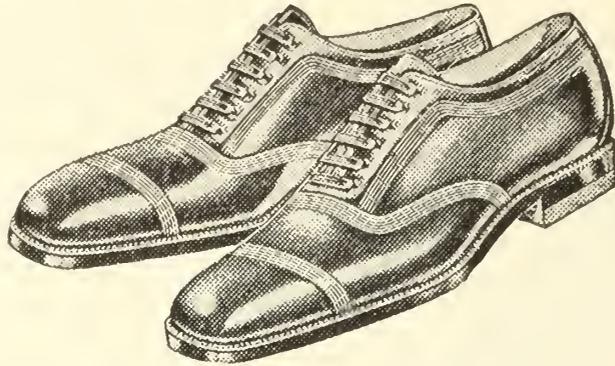
With the style trend running towards the shorter vamp and the rounded toe, after the French type, this Dufresne & Locke creation is one that stands foremost in the season's new styles. The cut-out edges, while adding snap to the pattern, give a pleasing effect that appeals to the tasteful woman. A model that should be in your stock for Fall trade.

Merchants are finding that the very stimulus which shoe selling needs to-day is provided in the many timely style specials we are constantly introducing and offering at the most popular of moderate prices.

Dufresne & Locke, Limited
Montreal, Que.

Use COLLIS CALF it's Better

To produce a high quality shoe for either men or women, you can use no better leather than Collis Calf. It combines soft pliable texture and fine grain. Long after Collis Calf is made up into shoes it remains mellow and brilliant, a fact that pleases the wearer and brings repeat sales to the dealer. It holds its clear



finish and color in shoe after shoe, and thus maintains the manufacturers' standard of quality.

Because of the high quality of the leather, in finish, texture and wear, it allows the maximum percentage in cutting, with the minimum of waste, thus lowering production costs. Made in all weights and grades.

Write for Samples

The Collis Leather Co., Ltd.
Aurora Ontario



"And the "Hotel Cleveland" is my home when my trip brings me to Cleveland!"

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

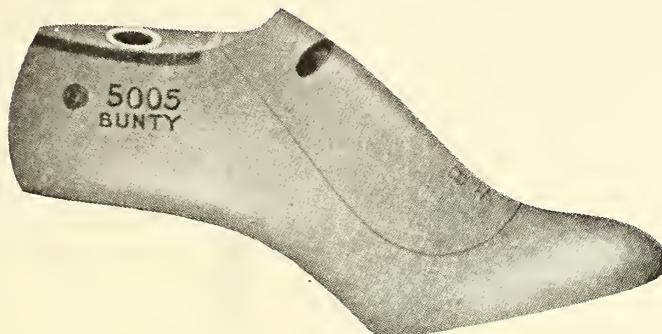
1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!



Hotel Cleveland
CLEVELAND, OHIO.



Newport News Is The Newest

This new "Stage Last"--called "Bunty"--is just another evidence of how we have established a reputation for being well in advance of the style Trend. Constant study of the world's style centres has built into our shoes the latest ideas in design and material, which together with the highest type of shoemaking produce women's hand Turns second to none on the continent. One of the reasons for our leadership is that we have the most highly specialized factory in the country, producing only women's high-grade wood heeled turns.

When in Toronto during the Canadian National Exhibition, you are cordially invited to visit our factory, and see for yourselves the quality and workmanship built in Newport Shoes.

We feel sure that such a visit will prove interesting to you and will result to our mutual benefit.

Our car will call for you and bring you to the factory.

Just 'phone Trinity 3425

Newport Shoe Co., Limited

51 Wolseley St.

Trinity 3425

Toronto, Ont.



The Office

Showing a sectional view of the spacious business offices, with its ample room for accommodating the various service departments.

Acton Activities

Being No. 1 in the Series

WE maintain a staff of experienced editors who will make a study of your product and your selling field, and will either act in an advisory capacity, or will actually edit your advertising campaigns, handling pamphlet, booklet, house organ or catalogue work.

The value of these services is more readily understood by the concern which does not deem it advisable to maintain an extensive advertising department or an advertising manager, as in these cases we are able to relieve them of all responsibility and trouble handling entire campaigns for them.



Sell by the Printed Word



Exhibition

of Kingsbury Footwear

At Booth No. 16, Coliseum Building, Canadian National Exhibition, Toronto, Aug. 25th. to Sept. 8th., a very interesting display of Kingsbury Footwear will be shown.

Every dealer attending this big national event will be most heartily welcomed and made to feel right at home at our Booth, and if you will make it your Headquarters while at the Exhibition we will gladly be at your service.

To view our display is not only to get accurate advanced information on the coming season's footwear vogue, but to learn where the very best values in shoes of style and merit are to be found.

KINGSBURY FOOTWEAR CO.

Limited

MONTREAL

QUE.





No. 706. Three Strap McKay, Triple E Last, Black Dongola Kid, Rubber Heel, also made in Patent and Brown Kid, also supplied in a high cut model.

“THE HOUSE
OF SERVICE”

See us now for Fall Specials

EASTERN SHOE MFG. COMPANY LIMITED
MONTREAL

LEPAGE

A New Line of Men's Welts

Timely and most interesting is the announcement to the trade of the production of a new line of Men's Popular Priced Welts.

Made under close specialization these shoes combine a high standard of shoe-making with the best the trade offers in popular style features. The outcome is shoes of superior value that fit right into merchandising requirements today.



Do Not Fail To See This Complete New Line

LEPAGE SHOE COMPANY
MONTREAL

Samples shown by Eastern Shoe Mfg. Co., Limited

A Shoe That Will Score In Fall Selling

Features that combine to produce the maximum of selling appeal are possessed by this stylish moderately priced shoe from the Eastern Shoe Line.

In popular last and pattern it not only portrays one of the best style modes of the season but it conveys an idea of the strong attractiveness of our many other new lines for Fall.

Every model is a seller because it is shoe value at its very best.



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited.....	Vancouver, B.C.
The Miner Rubber Co., Limited.....	Calgary, Alta.
The Miner Rubber Co., Limited.....	Edmonton, Alta.
Congdon, Marsh Limited.....	} Regina, Sask.
The Miner Rubber Co., Limited	
Congdon, Marsh Limited.....	Winnipeg, Man.
The Haileybury Wholesalers, Limited.....	Haileybury, Ont.
The Miner Rubber Co., Limited.....	London, Ont.
R. B. Griffith & Co.....	Hamilton, Ont.
The Miner Rubber Co., Limited.....	Toronto, Ont.
The Miner Shoe Co., Limited	} Ottawa, Ont.
The Miner Rubber Co., Limited	
The Miner Shoe Co., Limited	} Montreal, Que.
The Miner Rubber Co., Limited	
The Miner Rubber Co., Limited.....	Quebec, Que.
H. S. Campbell.....	Fredericton, N.B.
The J. M. Humphrey Co., Limited.....	St. John, N.B.
The J. M. Humphrey Co., Limited.....	Sydney, C.B.
The Miner Rubber Co., Limited.....	Halifax, N.S.

If YOU attend the Toronto Fair be sure to call at The Miner Rubber Co's Booths, K & L, in the Coliseum Building.

We will have samples of our Rubbers, tennis footwear and rubber clothing to show you.

*Manufacturers
Merchants, Consumers*

demand

EINSTEIN'S

Permanent Lustre Satin

The pre-eminence of Einstein's Satin
has been earned and held by
adherence to the ideals of Quality

J. Einstein, Limited

314 Notre Dame St., West, Montreal

Announcement

High Grade McKays

Imitation Goodyears



Women's Misses'

and Gents'

We are pleased to announce to the trade that Crescent shoemaking has been extended to include Misses' and Gents' McKays and Imitation Goodyears.

The growing popularity of our regular Women's Lines, and the important demand they meet, has prompted us to fill a similar need in shoes for Misses and Gents., thereby enabling our customers to add still greater selling strength to their stock by featuring the COMPLETE Crescent Line.

This increased production will enable us to offer even better values than ever, and you will continue to find every shoe in our line not only a real style feature but out of the ordinary for quality and value at a medium price

*See Our Latest Designs For Fall
Travellers Start Out Aug., 25*

J. F. Bluteau,	Prov. of Quebec
G. A. Armstrong,	Western Canada
St. Regis Hotel	Calgary
Chas. Newton	Ontario

CRESCENT SHOE CO.

864 Laurier Ave., E.

Montreal

To Be Featured At The Canadian National Exhibition

Toronto, Aug. 25th. to Sept. 8th.



*TEBBUTT
BOOTH No.
3
COLISEUM*

A visit to the Tebbutt Booth at the Exhibition, Toronto, will convince you not only of the superior quality and merits of Tebbutt Shoes, but also how they interest and appeal to the buying public. This display will be one of the outstanding features of the Canadian-made Shoe Exhibit.



We want every shoeman visiting the Exhibition to call on us. See

TEBBUTT'S NEW RADIUMIZED
DOCTOR'S CUSHION SOLE SHOE

TEBBUTT'S DOCTOR'S ANTISEPTIC

TEBBUTT'S PROFESSOR

TEBBUTT'S IMPROVED
HOCKEY SHOES

Now is the time to look over our lines before buying for Fall

TEBBUTT SHOE & LEATHER CO.

LIMITED

Three Rivers

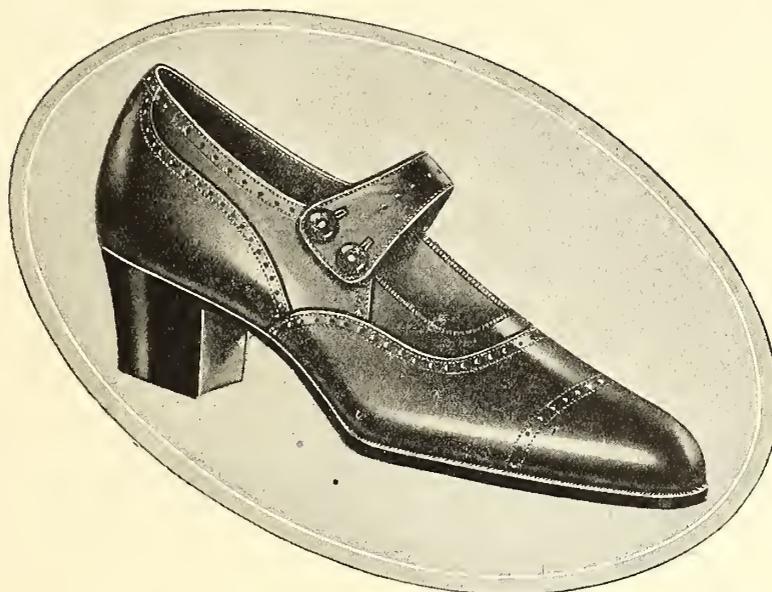
Quebec

Representative—Gordon S. Weaver, Room 504, 28 Wellington St. W., Toronto

Mention "Shoe and Leather Journal" when writing an advertiser



IN-STOCK SERVICE



Nos. 6005 and 6006

Stock No. 6005—Black Kid, 1 strap, 2 button slipper.
 Stock No. 6006—Brown Kid, 1 strap, 2 button slipper.

ALSO THE ABOVE IN OXFORDS AS FOLLOWS:

Stock No. 6000—Black Kid Oxford, Im. Straight Tip, Whole Quarter.
 Stock No. 6001—Brown Kid Oxford, Im. Straight Tip, Whole Quarter.

\$3.90

Net 30 Days

Net. 45 West and Maritime

These lines are carried in stock in three widths, and you can order any quantity in any size or width, as follows:

- B—4 to 8
- C—2½ to 8
- D—2 to 8

Write for In-stock Folder illustrating all lines carried in stock. You will be welcomed at our booth No. 14 in the Coliseum Building, at the Canadian National Exhibition, Toronto.

Perth Shoe Company, Limited
 Perth, Ontario

W. S. PETTES
 Room 413, Windsor Hotel,
 Montreal, Que.

H. B. McGEE
 Room 706, King Edward Hotel,
 Toronto, Ont.

J. H. McGEE
 Royal Alexandra Hotel,
 Winnipeg, Man.

G. H. FERGUSON
 511 Bower Bldg.,
 Vancouver, B.C.

Quicker Sales and Turnover

A retail merchant may, at times, pass off another line for a nationally advertised brand, which his customer asks for, but he is only deceiving himself. Eventually the customer will realize that he has been imposed upon, and will lose confidence in the dealer, his methods and his goods.

Dominion Rubbers and Fleet Foot Shoes are nationally advertised. The names have become widely known throughout Canada by national advertising, and their reputation for worthiness has been firmly established.

Your salesman can sell two pairs of Dominion Rubbers or Fleet Foot more easily than he can one pair that has not been nationally advertised. On busy days this means more money in your till.

Why not arrange for less sales resistance and a quicker turnover of stock by purchasing Dominion Rubbers and Fleet Foot Shoes, which are half sold to your customer before you receive them.

Dominion Rubber System Limited



ST. JOHN, N.B.
HALIFAX, N.S.
MONTREAL, Que.
QUEBEC, Que.
OTTAWA, Ont.
BELLEVILLE, Ont.

SERVICE BRANCHES AT:

TORONTO, Ont.
HAMILTON, Ont.
BRANTFORD, Ont.
KITCHENER, Ont.
LONDON, Ont.
NORTH BAY, Ont.
FORT WILLIAM, Ont.
WINNIPEG, Man.
REGINA, Sask.



SASKATOON, Sask.
CALGARY, Alta.
LETHBRIDGE, Alta.
EDMONTON, Alta.
VANCOUVER, B.C.
VICTORIA, B.C.

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

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS ASSOCIATION

Better Merchandizing

RETAIL conditions in the shoe trade to-day are revealing the qualifications of those who are in the business in a way that would not be possible were things more normal or as they used to be.

The frequent changes in styles, the practical abolition of seasonal buying and the uncertain attitude of buyers of shoes generally is putting the incompetent dealer on the street, and the really qualified shoe merchant on his toes.

Business credit is going to depend in the future less upon the financial standing of a merchant than upon his knowledge of his particular line and ability to handle it in a thoroughly scientific and effective way.

The man who does not keep adequate stock records, and who does not follow a more or less definite system of buying and selling based upon these records is going to step down and out, and give place to those who merchandise with their eyes open.

In an article on another page we quote at length the views of one of the most prominent shoemen in Canada on this subject, which with wholesalers as well as retailers has become a burning one.

The man who does not know the position of his stock from month to month, what is selling and what is accumulating, is a menace to himself and to others, and the time is coming when bank managers will not be satisfied to know what is the amount of a merchant's stock at the end of the year, but of what it actually consists.

The thing that is eating into the vitals of the trade to-day is the large amount of shoes being carried in stock that are practically worthless. It is the retailer who faces the issue and fairly meets it who is going to survive.

Retailer know thy STOCK!

Sound Shoe Merchandising

Lessons from present conditions—Need for better merchandising methods—Knowledge of shoes and shoe selling must be backed by aggressive effort—Views of a keen, far sighted shoe man.

ONE of the keenest and most aggressive shoe men of Canada, who is too modest to allow his name to be quoted, in commenting upon a recent editorial in the Shoe and Leather Journal on "Too Easy Credit" in a communication which we can only reproduce in part, says:

"I agree entirely with what you say. Credit has been so easy that it has proven unfortunate to those who gave it, and equally unfortunate to those receiving it, and in addition where this result in so many instances has occurred it has proved a serious burden to the merchant who is struggling to get along without excessive credit, and so far has been able to meet his obligations. From now on it is going to be more necessary than ever in extending credit to know if the party receiving it really does know his business, and by this we mean that a good merchant must necessarily use good judgment and have a necessary knowledge of the merchandise he buys. He must realize, especially in large centres, the real meaning of store service. He must also know what it means to be a good stock keeper; but with all these three qualifications he can still be a poor merchant unless he has also developed the ability to be a real merchandiser, and we consider this to be the most important qualification of all. A man who can sell merchandise; a man who can close out his odds and ends at the right time so as to get his costs out of them, or even sustain a slight loss, is going to be the successful shoe merchant in the future.

"There is a large concern in New York operating departmental stores of a high class nature. They have several stores and they insist that no merchandise shall be in their stores over sixty days. We know a very large retail establishment in Canada that insists on a ninety-day turn-over. We certainly realize that neither of these two standards could be accomplished to-day in any of our exclusive retail shoe stores doing a general family trade, but we are beginning to believe that a six months' turnover is absolutely essential to a profitable retail shoe business.

"We heard the other day, for instance, that a certain shoe merchant was putting on sale certain lines purchased for the early summer trade, and the odds and ends he wanted to clean up in July. The more desirable styles of this merchandise were put aside and the merchant explained that he did not mind at all keeping these lines over until next year. In other words he was satisfied to buy merchandise for the summer trade of 1923 and to put certain lines away to keep until the summer of 1924. There is something wrong when a man is satisfied to do this. Possibly the lines he keeps over he will dispose of, but nine chances out of ten he will take a bigger loss on them next summer, besides in the meantime losing

the interest on his investment, cost of insurance and cost of handling for eight, nine or ten months.

"In the shoe business in Canada our summer season is not over two months at the outside and there is certainly something wrong with any merchant in good standing who does not feel badly when he has to carry stuff over from one summer to another. Only recently we heard of an instance where a certain merchant was told that not more than one third of his stock was working, which meant that two thirds of it was not liquid, and, while this merchant did not think this was the case, he was not willing to deny it, or in other words he did not know enough about his stock to be able to refute this criticism. The question is, how is dead stock going to be avoided? This problem each individual retailer must solve for himself, but the merchant who cannot solve it is going to find himself in trouble within the next few years.

"The Shoe and Leather Journal in every issue carries good safe valuable advice to the trade, but the problem facing us all, one of the most difficult problems and accordingly the one that is going to require the greatest consideration, is the problem of merchandising, and if you can only get the retail trade as a whole to realize what this problem means, you will be doing a wonderful work. Conditions in the shoe trade of late have not been of the best, but some merchants have made money. Profitable business can result to those who understand and know how to apply the essential principles of good merchandising. If you could only drive this home to them!

"A friend of mine who was in Buffalo the second week in July met several men at the head of prominent retail stores. They were chatting on shoe conditions when one retailer asked another 'How many pairs of white shoes have you got?' The answer was '523 pairs.' The first chap said, 'Well, I am better off than you, I have only got 267 pairs left.' He then turned to another retailer with the same question and the answer was '295.' He then turned to another and the answer was 'Just over 500.' So the four of them went on talking white shoes in a general way and about cleaning them up. But here is the point: four different retailers in the second week of July knew exactly to a pair how many pairs of white shoes they had left over. Whether the number of pairs was large or small is immaterial, although, as a matter of fact, considering the volume of business done, the quantities mentioned were exceedingly small; but the important fact is that each of these men knew exactly how many pairs of white shoes he had left, and this knowledge undoubtedly will tell you that they were not losing any opportunities to reduce and clean up this stock of distinctively seasonal shoes which, if not cleaned up this summer, would have to be carried as dead stock for at least nine months.

"If retailers generally would only get this 'pair-age' idea in their heads and work accordingly the retail shoe business would soon be a profitable one.

"It would be an eye-opener if it were possible to pick out ten or fifteen good ordinary family shoe retailers doing as nearly as possible the same type of business and find out from them the number of pairs of shoes in their stock. Take that total number of pairs and find out how many came into the store

(Continued on page 39)

Fatigue

By Dr. Frank Crane

It is not those who work the hardest who get the tiredest.

In fact, many physicians will tell you that those of their patients, who have that tired feeling much of the time, are people who do nothing at all.

Often the very worst remedy for tiredness is inactivity, the so-called rest cure, and if we would get out and hustle, our weariness would disappear.

This is due to the fact that human fatigue is primarily mental.

It is something we think of that "takes the life out of us" oftener than some activity in which we engage. A disappointment or a sorrow or humiliation can fag us more than hard labor.

And we have often witnessed frail people working tremendously without complaint, even boasting that they enjoy it, simply because they are full of eager expectation or ambition or some other strong emotion.

It is what we give out that rests us more than what we take in.

The lake is fresh. It is full of lively fish, and its waters are good to drink, not because it is continually receiving but because there is a continual out-flow.

The Dead Sea is dead because, while water continually runs into it, none runs out.

Human energy is like the widow's cruse. Though you take from it continually, it remains full.

Life and life force are not something that you can pile up and keep as you would potatoes or money bags. It is a running current and if it will not run it will spoil.

In the case of energy the paradox is true that what you give you have, and what you save you lose.

When we put forth our powers we find them continually replenished. If we bravely front our tasks, power leaps to our aid.

It is in the presence of danger that we have courage. It is under great strain that there comes to us the power to endure. It is when calamity and disaster descend upon us that there enters into us an unlooked for sturdiness to stand up against evil.

One way to cure fatigue, of course, is to rest when it is necessary and at proper intervals.

But we often forget that the very best way to get rid of chronic fatigue is to have hard work enough to do, dangers enough to face, problems enough to solve, and obstacles enough to overcome.

To quote from Captain Hadfield, "The average neurasthenic is ordered to take a rest in the afternoon, but he spends the time reading his paper; he goes to bed early, but sits up reading a novel. He gives his body more rest than it needs, failing to realize that what the body needs is not relaxation but reinvigoration. It is characteristic of the neurasthenic that in the morning, and possibly after a long night's sleep, he wakes up more fatigued than when he went to bed."

In other words, the best way to be full of energy is to give out energy copiously, and the price of perfect rest will always be hard work.

Copyright 1923 by Dr. Frank Crane.

Round Table Conference

Live topics discussed by prominent retailers—Stock conditions and business prospects—Markup on precarious lines.

ONE of the most interesting subjects at the present moment is of course the condition of retail shoe stocks, and the Shoe and Leather Journal during the past couple of weeks has sought to get in touch with some of the more prominent men of the trade with a view to ascertaining whether the volume was as large as usual at this time of the year.

Stocks About Normal

An equal number of retailers claim that stocks have been reduced or that they are at least equal to those of other years at midsummer. The arguments used by those who claim inventories have not been reduced are that trade was so disappointing in April, May and early June that a good deal of spring stuff has remained on the shelves in spite of vigorous efforts to move it. Disappointment is generally expressed with the failure of white goods to move as freely as usual particularly in the rubber soled class and many of the lines will apparently have to be carried over. Speaking of carrying over stock, it is surprising with what nonchalance some retailers still regard the carrying over of unsold goods. They will pay nine months' interest on their value, take nine months' depreciation and then sell them for less than they could have got in the first place at a forced sale.

Dealers seem to be carrying over spring rather than summer lines in the hope that many of them may be available for fall or even next spring season, which is of course considerable of a gamble the way things are in the shoe trade.

One writer says: "The difficulty of keeping down stock in women's lines, style changes have been so frequent and the multiplicity of heels is conducive to increasing stocks."

A Maritime retailer says: "Owing to the rapidly changing numbers of patterns that the manufacturers bring out in such profusion the proportion of leftovers is in most cases, larger than the portions sold. The working capital of the merchant is tied up and not because of mistakes in buying altogether. His hand is forced. He must go on as long as he can buying at least a sprinkling of the new and nifty, that will be novel for two weeks and passé for ever after. If he doesn't his prestige suffers and he drops behind."

An Ottawa man says stocks are just as large as usual in spite of careful buying, simply because dealers did not get the business they expected.

A St. Catharines merchant uses practically the same words in describing the situation. He says: "Stocks are as large if not larger due to the apathy of the purchasing public and uncertain conditions."

In the large number of letters received, however, there is a decided majority who claim that stocks are lower and that business is upon a tolerably safe basis for the coming season.

A prominent Hamilton dealer says: "Our stock is lower than usual this summer for the reason that we have tried to carry a smaller stock and have followed a policy of ordering more often."

A large Ontario dealer with several branches, says that he thinks stocks are on the whole in better shape than usual on account of the conservatism of buying and the fear of dealers getting caught with unsaleable goods.

A Toronto merchant says that he believes that stocks in general are lower as buying has been done on more careful lines, and sizing up has been more in vogue than usual.

A large Maritime concern says: "Shoe stocks in general are lower, as buying has been done very carefully, many of the stores cleaning up on odds and ends."

A Western Ontario retailer writes: "A great many stocks are lower this year and factories should be busy this fall."

A Saskatchewan retailer says regarding conditions out there. "Buying has been generally much lighter and mostly shoe stocks are lower this summer than usual."

One of the most successful of small city retailers in Ontario writes: "I do not believe that the average shoe store is carrying as much stock as usual because the buying has been almost 'hand-to-mouth'. In our own case, our stock has been cut down. We have bought as usual but have been after business harder."

Mark Up On Fancy Shoes

A good many dealers have been finding out at the tail end of the season that they have not been allowing themselves enough leeway on style shoes in women's lines. The point raised in the recent Examination Test as to what the mark up should be on "precarious" lines has aroused widespread interest. It has been the custom in the past to vary the mark up from forty per cent on staples to sixty per cent on style goods, but in the frenzied shoe making and shoe selling of the past couple of seasons, retailers are discovering that sixty per cent on cost is entirely inadequate, and in many cases, such as "freak" lines, even seventy-five per cent is not enough to cover on losses that have had to be taken as the season progressed and styles changed. We quote a number of letters received during the month and will be glad if others will join in the discussion of this very pressing question.

A well known St. Thomas retailer says: "I think 100% not too much on lots of lines of high priced shoes as we have had to clear several at a loss of from \$3.00 to \$8.00 a pair."

A Peterboro retailer who specializes in fine shoes says: "I do not think 60% is enough. Style shoes do not sell clean to a pair and no shoe buyer can pick all sellers."

Another prominent eastern retailer says: "In fancy lines especially colors, I think even 75% will not leave much profit, as the left overs are of really no value at all."

A Maritime retailer is very emphatic as to 60% being quite insufficient mark up on cost for fancy lines. He says: "Sixty per cent would only be equal to 30% if half the shoes sold for full price, but as the selling is more apt to be one quarter sold at full price, one half at cost and a quarter for half cost, the 60% margin is more likely to end in a loss."

(Continued on Page 41)

National Shoe Week Sept. 17th to 22nd

*Shoe Manufacturers, Wholesalers,
and Leather Men Back of Enterprise.
Everybody Getting Ready for Big Shoe
Business Next Month*

DURING the month many letters have been received particularly from retailers endorsing the NATIONAL SHOE WEEK campaign for "Better Business in Shoes". Some of the best retailers in the country have coupled their endorsement with promises to co-operate with the trade generally as well as their confreres locally to make the enterprise a success. From coast to coast letters have reached the Shoe and Leather Journal making suggestions as to what may be attempted and accomplished in connection with National Shoe Week. One of the best results of the agitation so far has been the disposition of the trade locally to get together and numerous offers have come in to secure gatherings at local points to complete arrangements for town and newspaper recognition for the campaign.

Manufacturers Co-operating

An encouraging feature has been the response of shoe manufacturers, wholesalers and leather men to the appeal for funds for the purpose of providing publicity features, such as special window cards, posters, booklets, etc. The plan is to supply each dealer with four illustrated window cards, four posters and a quantity of little booklets on the use of shoes to be distributed to customers before and during shoe week. In this way the interest in SHOE WEEK will be sustained beyond the particular period itself and the cumulative effect of the publicity will be further enhanced. The colored window cards and posters will be useful even apart from shoe week as accessories in window displays and will in themselves be an education to retailers along the line of their particular class of publicity. All that is asked is that retailers will use to the fullest extent the advertising matter furnished them, and supplement it by their own efforts. Of course, some retailers will prefer to provide their own original display cards in which case they may pass those supplied them to some dealer who may not have received any. We offer suggestions for card wording elsewhere.

The Retailer's Part

This NATIONAL SHOE WEEK idea is an experiment undertaken for the purpose of ascertaining whether public interest in shoes may not be stirred up sufficiently to start a little increased activity in buying. The effort will be a success only as it is earnestly and persistently backed up by shoe retailers. If the latter sit back, fold their arms and simply watch the game, there will not be much chance of success. But if everybody takes hold with a will, something is bound to happen. It will be a repetition of the story of the Walls of Jericho. United, persistent, steady effort always counts and if retailers pull together as the manufacturers have, there will be undoubted success. If even two or three in each town but get in touch and succeed in putting the idea across locally much will have been accomplished not only with regard to sales but better business conditions in the town itself. One of the great features of National Shoe Week is to bring retailers closer together.

How to Co-operate Locally

President Blachford, of the National Shoe Re-

tailers' Association, has sent out a call to the retail trade along this line which ought to appeal to every live shoe man. In addition he is getting into personal touch with individual members of the organization with a view to securing local co-operation. His letter says:—

"With the coming of the autumn, schools and colleges are opened, the weather becomes cooler, people begin to think about fall clothes, and business generally speeds up. This applies to nearly every line of business, —and the shoe trade gets only a small share.

Any plan which will divert into the shoe stores of the country, a greater proportion of the money spent, should be of great value to us as an industry.

That is why the suggestion that a "Shoe Week" should be held September 17th. to 22nd., appeals to me as a project which every member of the National Shoe Retailers' Association should support in every possible way.

You have probably heard something of the idea. The enclosed reprint will refresh your memory and give you further details.

I am taking this opportunity of urging all our members to use their best efforts, their time, their money, to make the week in question a banner week in the shoe trade for the year. Get together with the other shoemen in your community. Work out some original methods of stirring up interest in shoes and of stimulating business for that week and the weeks to follow.

The manufacturers are helping the dealers in the campaign, in a substantial manner. Let us not have it said that we are not doing our part.

We can start something that will show without a doubt that the retail shoe trade of Canada is not on its back, but on its toes and after results.

Yours for a successful "Shoe Week,"

HOWARD C. BLACHFORD,
President, N.S.R.A."

What the Individual Dealer Can Do

In the first place, do not leave off making preparation until too late. Don't delay. Make up your mind to plan for NATIONAL SHOE WEEK in your advertising, window dressing and store decoration. Start now to definitely make your arrangements. Then get into touch with your fellow shoeman or shoemen and see what can be done in the way of community publicity. Get a streamer painted with the words "NATIONAL SHOE WEEK, September 17th. to 22nd.," to be hung across the main street or if this be not possible have some general advertising scheme set in motion such as a sandwich man or a wagon with sign and bell. Get hold of the local newspaper man and make him in the interest of the town and the local shoe trade do a little boosting in his paper about SHOE WEEK.

The Shoe and Leather Journal will be glad to furnish newsy readable items which you can supply to your local newspaper. It is to their interest as much as yours to make NATIONAL SHOE WEEK a success. You can help matters along in this direction by increasing your advertising space during SHOE WEEK, for there is nothing that talks like money. The local newspaper is always willing to co-operate especially with advertisers and will gladly help along the good cause.

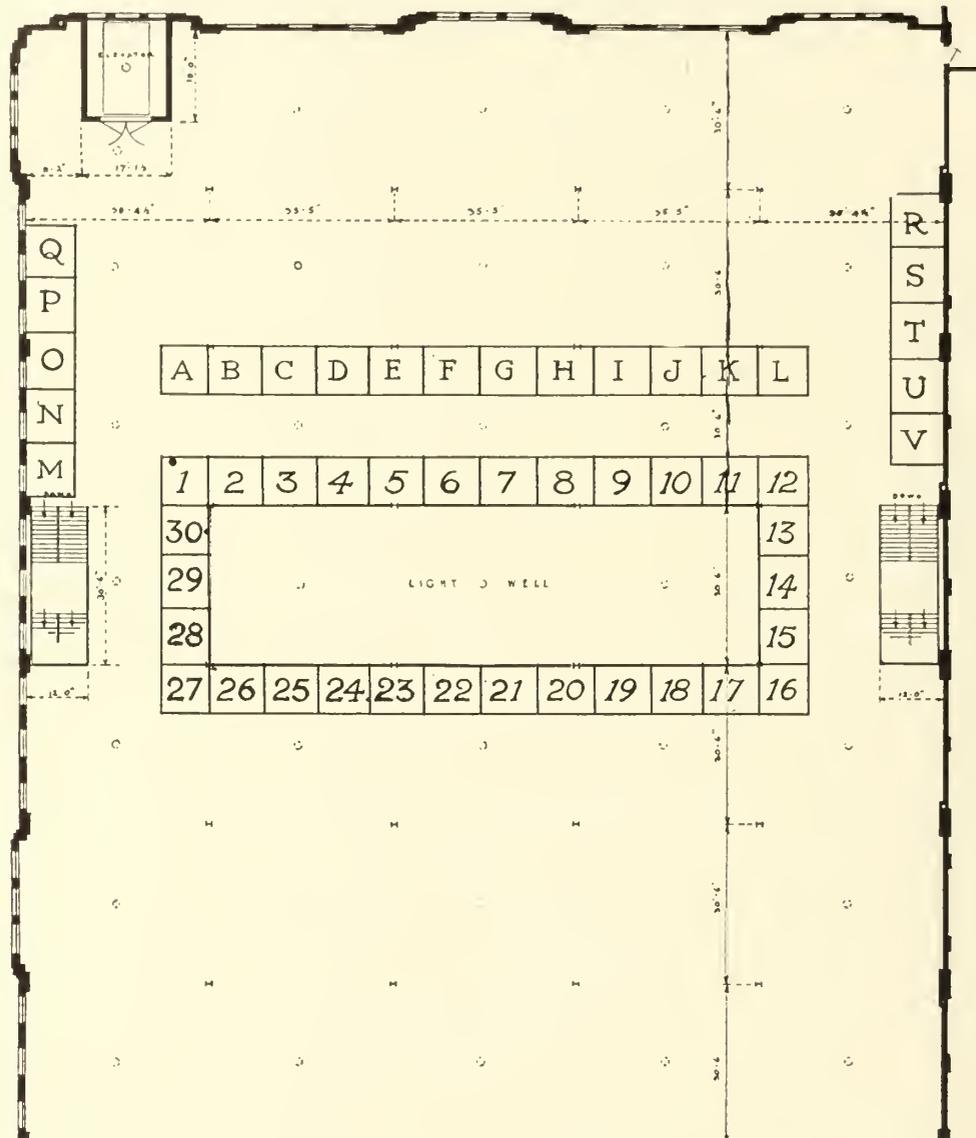
Don't overlook your mailing list. Tell your customers the why of NATIONAL SHOE WEEK in a well worded letter or circular and let them know whatever attractions you may have in goods or prices to lay before them. The opportunity exists for good publicity. Do not fail to use it. Above all see to it that your store and

(Continued on page 41)

Canadian National Exhibition

The following plan shows the layout of the Shoe Section in the Coliseum Bldg, at the Canadian National Exhibition. The complete list of Exhibitors is also shown.

Canadian National Exhibition Coliseum



Floor Plan and list of Exhibitors

A.B.C. and D. Beardmore Co.
 E. A. R. Clarke and Co.
 F. Columbus Rubber Co. of Montreal, Limited.
 G. Davis Leather Co., Limited.
 H. Robson Leather Co., Limited.
 I. Oscar Rumpel.
 J. Edwards and Edwards.
 K. and L. Miner Rubber Co., Ltd.
 M. and N. Talbot Shoe Co. Ltd.
 O. Canadian Shoes, Limited.
 P. and Q. Witchell and Sheill.
 R. Duclos and Payan.
 S. Gutta Percha and Rubber Co.
 T. and U. United Shoe Machinery

Co., Limited.
 V. John McPherson Co., Limited.
 1. & 30. Hurlbut Co., Limited.
 2. Charles Tilley & Son, Limited.
 3. Tebbutt Shoe and Leather Co. Limited.
 4. Scott-McHale, Limited.
 5. Getty and Scott, Limited.
 6. Defender Shoe Co.
 7. & 8. Hartt Boot and Shoe Co.
 9. Walker Parker Co., Limited.
 10. Owens-Elmes Mfg. Co., Ltd.
 11. Blachford Shoe Mfg. Co.,
 12. J. & T. Bell, Limited.
 13. Eagle Shoe Co., Limited.

14. Perth Shoe Co., Limited.
 15. Murray Shoe Co., Limited.
 16. Kingsbury Footwear Co., Ltd.
 17. Jno. Ritchie Co., Limited.
 18. W. B. Hamilton Shoe Co., Ltd.
 19. Duchaine and Perkins.
 20. Weston Shoe Co., Limited.
 21. & 22. Williams Shoe Limited.
 23. Slater Shoe Co., Limited.
 24. Brandon Shoe Co., Limited.
 25. Charles A. Ahrens Limited.
 26. Tred-Rite Shoe Co., Limited.
 27. & 28. MacFarlane Shoe Co., Limited.
 29. Smardon Shoe Co., Limited.

Mention "Shoe and Leather Journal" when writing an advertiser

Backing Canadian Manufacturers

A Message from President Howard C. Blachford of the N. S. R. A to Canadian Shoe Merchants

There are opportunities at many times for the Canadian retailers to co-operate with the shoe manufacturers of the Dominion. In general, it may be said that dealers, wholesalers and manufacturers in the shoe field of this country take advantage of these opportunities to back each other up, and realize that "team-play" is what will bring success to the industry as a whole.

Like every other happy family, we have our moments of friction, which in the long run serve to bring us closer to one another.

The manufacturer realizes that his success is closely bound up with that of the retail distributor of his products. It is his mere duty to supply the Canadian public, through the dealers with shoes equal or superior to those of foreign manufacture in style, workmanship, quality and price. The extent to which he has done this is evidenced by the proportion of Canadian made shoes now sold in Canada as compared with the conditions of a few years ago.

This is also evidence of the fact that the Canadian dealer has been doing his part in supporting the shoe manufacturers of Canada and educating the public as to the merits of Canadian made shoes.

The dealers of Canada, and particularly of Ontario now have an excellent opportunity to be of material assistance to the manufacturers in connection with the display of "Made-in-Canada" shoes and leather at the Canadian National Exhibition in Toronto, August 25th. to September 8th.

At considerable expense and trouble, at a time when money is not too free in the industry, shoe and leather men of Canada are putting on a display, primarily for the general public, which can be of great value in getting the story of "Made-in-Canada" shoes before the consumer. This is the second occasion on which the display has been made at what is undoubtedly the greatest annual exhibition in the world, an event which is a very great factor in keeping Canada before the other countries of the world.

Whether this shoe display becomes an annual affair depends, one would presume on the success and support which it encounters.

Properly carried out, properly advertised, and properly supported, it should have a direct bearing on retail sales through the country.

Retailers, particularly in the neighbourhood of Toronto, have been asked to co-operate in various ways.

- 1. By special window displays of Canadian shoes before and during the Exhibition.*
- 2. By referring to the Exhibition in their advertising, on the basis that they have a direct interest in the show as well as the manufacturers.*
- 3. By recommending to customers that they see the display in the Coliseum.*

Another means of direct co-operation is that as many dealers as possible visit the displays in person, and send the members of their staffs. There is nothing that will promote enthusiasm in the man selling shoes more than a visit to a display of this kind, where he can see shoes, talk shoes, and get ideas from the men he meets there.

I would personally ask every shoeman who can possibly get to Toronto during the Exhibition, to come to see this display of "Made-in-Canada" shoes and leather. Make a point of calling on the representatives of the firms you deal with, look over the goods shown, and do not fail to have them know that you took sufficient interest in their efforts to see the show for yourself.

Let us show the manufacturers that the retailers of Canada are behind them in any movement that will promote the sale of "Made-in-Canada" shoes and benefit the shoe industry of the Dominion of Canada.

Howard C. Blachford.

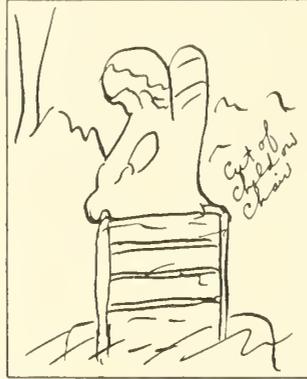
President, N.S.R.A.

Advertising Suggestions

Practical Helps for the Ad. Writer

By The Advertising Service Department

This illustration shows a layout of a newspaper advertisement as it should leave the ad-writer's desk, and from which the printer would set the advertisement. With a layout of this type the printer cannot go wrong, he has only to follow the type specifications marked thereon, and produce the advertisement with all details correct—just as you wish it.



Cheltenham 36 pt
Copy 30 pt
Cheltenham 18 pt
cut of shoe

Mother, What Are His Feet Worth?
Cheltenham 24 pt
On You Now Depends His Future Foot Comfort ← *Cheltenham* 18 pt

Train the Feet ← *Cheltenham* 18 pt

Now is the Time

cut of sandals 10 pt

cut of *Cheltenham* 24 pt
Healthville 11-24 pt
Established 1880 11-12 pt

\$4.00 \$3.00

Smith-Jones Shoes for Children
Close face stakes 48 pt
" " 24 pt

Made in Canada

The Layout

The inexperienced ad-writer often draws a real effective advertisement in his head, sketches it roughly on paper, sends it to the printer, and receives back a proof of something altogether different from his brain child. In most cases this is due to the fact that the ad-writer's layout did not go far enough, and that the printer didn't give a "hang."

The ad-writer knows when his next advertisement is wanted by the printer, it is then up to him to have his layout ready for the printer in time, if this is done, it saves last minute rushes, and usually results in a better job. The cuts to be used, descriptions, prices and detail copy to be used without cuts, are always known before the writer commences his advertisement. The writer should take his paper, and draw on it a rough square the same size as the advertisement will appear in the paper. For example, supposing the advertisement is to be 170 lines by 5 columns, then the size shown on layout should measure 10 x 12. The next thing to decide is where you

want your cuts, copy and headings to appear. How many cuts? How many headings? How many sub-headings? How much copy? When you have decided on these things, it remains only to shift them around on the layout until an effective and attractive arrangement is made. Having decided where they should be placed, paste proofs of the cuts in their correct positions, and if no proofs are available, indicate roughly the design and shape of the cut with your pencil. Next decide on your headings and write or letter them in, where wanted. Many ad-writers would now call this finished, and send it to the publisher. Here is where a great mistake is made, for the printer can still ruin the entire suggestion, with poor type faces and indifferent typography.

If you have some knowledge of type faces, you can make the printer produce the job as you want it. If you know nothing of type faces, secure from some large city newspaper a type specimen book, showing the various type faces, and their sizes. From this

Advertising Suggestions

Practical Helps for the Ad. Writer

By The Advertising Service Department



This is what the printer should construct from your layout. If the printer followed your layout according to type specifications there should be very few revisions on the proof. A feature that lowers the cost of type setting, and saves both the printer and ad-writer considerable time and worry. The advertisement shown here is imaginary, prepared solely for educational purposes.

"Mother, What Are His Feet Worth?"

On You Now Depends His Future Foot Comfort

TO the average child, eager for play, the job of trying on new shoes is tedious, uninteresting and a hindrance to childish play. At this age, if parents are not careful, the child's foot can be ruined for life, for the child, eager to get back to more congenial surroundings will accept tight fitting shoes,—too short or too narrow—resulting in a few years' time, in feet that ache and pain at the smallest cause.

Now Is The Time

To prevent this misfortune which produces mental fog—train the children's feet when they are young, fit their feet in shoes that give the feet breath-

ing space. Do this while they are young and misshaped feet will never torture your children when they grow up.

Train The Feet

Smith-Jones Shoes for children are built on natural lasts and allow the foot to grow as nature intended it to. An investment in these shoes now for your children will pay you excellent dividends in years to come. Do not let your children when they grow up say "Mother you could have prevented this when I was a child."



Smith-Jones calf shoes for little boys and girls are made in both sewn and cushion soles in brown and black calf, sizes 8 to 10½. An excellent buy at

\$4.00



The Smith-Jones range of infants' one strap slippers, is second to none. With turn leather soles. A real dependable shoe for the infant's feet. An investment in foot health at

\$3.00

Smith-Jones Limited

Healthville Ontario

Established 1880

Smith-Jones Shoes for Children

Made in Canada

The Printed Advertisement

book pick out the type face you want to use, and then mark the specifications on your layout, but first make sure that your printer has that particular face in stock. The layout shown here shows how to mark your specifications on your copy, for that is what the printer calls your layout. The proof you get back from your printer should show what you want without many great changes.

We offer at this point a few "does" and "don'ts" for the man who does not write advertisements every day.

When writing copy say what's in your mind, but say it politely. Avoid slang, hard or unusual words, but use short and forceful words, working your story up with a bang. Don't use words that go over your readers' heads, or technical words that a man on the street wouldn't understand. Semi-technical words are all right when used to explain the satisfaction derived from the article advertised. Conciseness, the elimination of unnecessary words,

saves the reader's time, and drives the message home speedily. Don't use a dozen words when six will do, conciseness is advertising success. Advertisements filled with capital letters are hard to read. Use them discriminately. Cheltenham, Caslon and Bookman are popular types for advertising shoes; heavy, yet graceful, they carry weight. When choosing your headings don't use a long heading, but something short, bringing up a good argument, something that can be grasped at a glance.

Keep your advertisements easy to read. When you get your prospect started don't spoil his reading with black type, but keep your copy in narrow columns of one type face and size. Use black type in italics only when you want to emphasize, but beware of emphasizing every other line.

Remember that at all times the production of a good advertisement is 50-50 spirit of co-operation, between the ad-writer and printer.

What Salary Do You Pay Your Windows?

Trenchant Question by S. S. Newhall, of Chicago, at the Annual Convention of the Illinois Shoe Retailers' Association.

YOUR window or windows are the biggest advertising medium in your business, and while you know this, a great many of you fail to give your windows proper consideration. In other words, you don't pay your windows a living wage.

The majority of you are users of space in newspapers and many are located in towns and cities where you use direct-by-mail advertising in addition to your book accounts. This advertising you pay for when you use it, and you seem to feel it is a necessary item of expense. It is seldom, however, that you spend any great amount of money on your windows, yet of the three advertising mediums, your windows are the best.

The windows are not only your best advertising medium but they are the best salesman you have, and since you pay all your salesmen a salary, don't you think your windows are entitled to some compensation in view of the fact that they are your best salesmen? To emphasize this point a little more clearly, I might illustrate it in this manner. In the newspapers or in your direct-by-mail advertising, you merely show a reproduction of your merchandise in black ink on white paper. This reproduction with the description beside it is not as easy for a consumer to visualize as the shoe itself.

In your windows, the actual merchandise is visible to the eye, and the impression is far greater than any impression you can make through newspapers or circular matter; therefore, as an advertising medium, I think it is easy for you to see why your windows stand out beyond any other forms of advertising it is possible for you to use.

Your windows are your best salesman for the following reasons: First of all they work seven days per week, twenty-four hours a day, and they show more merchandise at all times than any two or three of your salesmen can at any one given time, providing the merchandise is shown properly. By being shown properly I mean in units so that the consumer can secure an idea from your unit of white footwear of what you have to offer in this line, and from a unit of combination of colors what you have to offer in that line, etc.

This a salesman cannot do without taking up considerable time for which you are paying him good money, yet the window does this all day and every day in the week, so don't you really think it is entitled to some salary?

You, as shoe merchants, are interested in three things; namely, getting the customer into the store, making the sale, and making a profit on the sale. Your window is the first salesman to greet the prospective customer. It is the medium through which you have to bring about 75 per cent. of your customers into the store. For this reason don't you believe it is advisable for your windows to have in them the best that is possible to secure?

Many merchants build beautiful interiors, others seek to secure luxurious seating in order that their customers may feel comfortable while being fitted.

With either one of these conditions existing, and without a proper presentation of the merchandise through your windows, the contrast is somewhat similar to the

man who bought a dress suit, a silk hat, dress shoes, and then put on a blue flannel shirt to go to a wedding.

A Question of Salary

The question arises now as to how much salary you should pay your windows. This question is naturally determined to a large extent by the volume of business that you do.

If you spend \$100 per month on newspaper advertising, you can well afford to pay your windows \$15 or \$20 a month; and if you spend \$200 per month on advertising, you can afford to pay your windows \$30 to \$40 per month.

Taking the last figure, you would have \$360 to \$480 per year as the salary of your windows, which is approximately \$1 to \$1.30 per day or 50 to 60 cents for each window. From this salary you purchase materials to make your windows as attractive as possible. These consist of fixtures, valances, plushes, artificial flowers and decorative materials.

As it is natural to assume that you will not buy a set of fixtures for your window every 12 months, there will, therefore, be a balance left in favor of your window account. Carry this balance to the credit of the windows as it is possible that the following year you may purchase a new set of fixtures, and this balance, added to the yearly salary of the windows, will take care of the purchase price of the fixtures in addition to any other decorations needed that year.

In this way you will not feel that every time you have to buy a few yards of plush, or some one seeks to sell you a bill of fixtures, that it comes right out of your own pocket or right out of the profits.

Your salesmen's salaries and your advertising expense comes out of the profits also, and the salary you pay your windows is one of the smallest expenses of your business.

The advertising manager for Coca Cola Co. says if he could get Coca Cola displayed in windows the way he would like, he would not spend a cent in periodicals or newspapers. He claims that window advertising is the only advertising that is 100 per cent., because it is closest to the point where the sale is made.

Windows are entitled to a fair salary, and if you are fair to your windows, and fair to yourself, you will pay this salary, and if you do, your business is bound to increase.

WHO KNOWS ABOUT THIS?

A friend of ours from the Atlantic Coast, signing himself "Nemo" has sent us the following about a system used in the old days of retail merchandising.

"A score or more years ago the Retail Shoe Dealers had a very simple rule for fitting children from one to six years of age.

Add four to the age of the child. For example the size for a two year would be size six, up to six years old would be size ten. This rule would hold about 90% good, above that we had to use judgment.

In recent years that rule has been becoming less and less dependable, until now it is not more than 60% correct; at present in many cases the child can be fitted the same size as the age in fact often smaller.

It is also a noticeable feature in fitting the foot of 'grown ups' that we must carry as narrow fittings as triple A, whereas at the time mentioned D and E were the needed widths.

There must be some cause for this which only the medicos can fathom."

Nemo.

Onyx & Georgina



MANNISH EFFECTS FOR FALL

“Cornell” Lace Oxford

Made in Log Cabin, Autumn Buck and the prevailing shades of Brown Calf

You are cordially invited to visit our display at Booth No. 11 in the Coliseum during the Canadian National Exhibition, August 25th to Sept. 8th.

*Blaehford Shoe Manufacturing Company
Limited
Toronto.*

Salesmanship Examination

Another high grade paper—Questions worth studying by every shoe dealer.

THE following is another paper that graded very high in the Salesmanship Examination. It comes from Western Ontario.

FRED W. HORN, Fort William, Ont.

1. If on a cost of \$2.80 you wish to make 25% sales to cover operating cost and 5% sales as net gain, then 25 plus 5 equals 30% leaving 70% represented in cost.

70% represents cost of \$2.80 one hundred per cent or selling price is $280 \times 100 \div 70$ which equals \$4.00.

2. If year's turnover is \$32,000.00 and year's expenses are \$7,200.00 therefore % represented in expenses is 720,000 divided by 32,000 equals 22½%.

If sales be \$32,000 and \$7,200 be expenses.

Therefore cost of merchandise is 32,000 minus 7,200 equals 24,800.00.

Therefore per cent on cost 720,000 divided by 248,000 equals 29 1/31%.

If year's sales are \$40,000.00, mark up is 30% of sales or $30 \div 100$ of 40,000 equals \$12,000. If sales are \$40,000.00 less profit of \$12,000 the amount of stock sold is \$40,000 minus 12,000 equals \$28,000.00. If average inventory be \$8,000.00, turnover represents 28,000 divided by 8,000 equals 3½ times, which by the way is pretty good going.

4. Style Shoes, "Millinery" Shoes, are distinctly of the perishable class. Quick turnover, plus a good substantial advance over cost as retail price is highly essential; and therein lies food for thought in the quotation:—

"Profits are made on Turn-overs"

"Profits are lost on Left-overs"

and as merchandiser of such shoes, "To be, or not to be, that is the question".

Personally I feel that considerable nerve must be exercised in the mark up and I do not think 60% to 75% too much to add. Because of 18 pairs of a line of anything of a strict novelty are taken as example, unless your place of business happens to be in the centre of a good sized population, the chances are that there will be 6 pairs of the 18 will go readily enough, 6 more will show a net gain of may be not more than 33 1/3% on cost, and the other six will clear, may be at a loss of 20% off cost price.

18 pairs costing \$9.00 equals \$162.00;

6 pairs are sold at \$15.50=	93.00
6 " " " " 12.00=	72.00
6 " " " " 7.20=	43.20

Total \$218.20

Your margin will be \$218.20 minus \$162.00 equals \$56.20 equals 34¾% on cost, or about 25 4/5% of the selling price which considering the fact that say, six months' interest be counted on a \$100.00 worth of stock or about \$4.00 this again brings the percentages down on the turnover, to around 21%, surely a precarious condition of merchandising.

5. As a procedure to hustle a turnover on such goods there are, of course various means to employ

and there are several phases that must be considered:—Population, location of store, store service. I deem, three big factors in the question. The appeal the windows are possible to make to transient trade would be a valuable assistant in a good sized city and the chances, of course, are much more favourable to make a better showing than the one my figures indicate. The smaller city merchant must have an early delivery of such shoes, should employ his telephone, and his mailing list to best advantage, and be most careful where he disposes of his first few pairs as an influence respecting future sales.

The merchant should have co-operation of his selling staff, particularly well in hand in connection with the rounding up of Prospects, as each one is sure to have in mind some one or more to whom a strong appeal as such personal service is bound to make in the disposal of this class of merchandise.

Altogether it is indeed risky stuff to handle and possibly the best advice is to go mighty easy on it.

6. Get your customer seated, if possible, first of all, then ascertain size required either by size stick or accurate judgment guess, then try on easy fitting styles of the better class shoes first, which can easily be replaced by cheaper ones, should these be found to be "too much" which is at least one expression that can be made and is easily obtainable if the purse or the inclination to pay be adverse. It is rare indeed when some facial expression, movement of foot, gesture, or lack of interest or concentration cannot be detected to serve as a hint to the existence of approval or disapproval. If your customer won't talk you get nowhere if you talk yourself, for it might as well be to an empty room, so far as results are concerned.

Put away all shoes as fast as any assurance exists in your own mind as to the uselessness to still dwell with them, for it is a very lukewarm patron who will not make some indication of a preference if they see the shoes disappear from sight so readily.

Many times a glance at the style or grade of shoe your customer is wearing will bring forth some comment favorable or otherwise which may be turned to use in serving.

Try out the scheme of showing hosiery with shoe to see if this will not bring out a comment as a cue.

I feel sure that at some stage of this service you will catch the key to the situation and arrive at a sale or a reason in your own mind why it cannot be made.

7. If I could not suit my customer with the shoes at hand and knew of such as would suit to be in our neighbor's, I would first try to see if customer would await for a special order to come through, for often, the idea of "special" appeals to women in particular because of the possibility of a certain degree of exclusiveness, however, if this could not be worked and there was the usual good will feeling existing between the other store and our own and there was an arrangement for the allowance of a trade discount, I would say to my customer I would be pleased to procure said shoes for her from the store carrying the line.

If you cannot get 40% to 60% why you may as well take 10% or 15% and keep your customer "at home".

8. If you meet with such a lady who refuses to

Huron
Glove
Company
Limited

A Timely Reminder



Last season's late ordering handicapped many merchants in their moccasin selling. The growing popularity of Winter sports make moccasins of the improved type of "HURON CHIEF" LINES staple Winter sellers with a big demand. Order yours NOW and order ENOUGH.

OUR SPECIALTIES

Jack Buck Moccasins
Elk Moccasins
Horse Hide Moccasins
Canada's standard for quality, workmanship and good value.
Indian Slippers
New exclusive patterns—special comfort features.

For Samples and Prices Write or Wire to

Holt, Renfrew & Co. Limited

Quebec

Make Sure of Your Winter Profits

One line that should take first place in your preparations for Winter Trade is Samson Hockey Shoes. Giving the extra wear and better fit that come from good shoemaking and exclusive improved features in construction, they are the shoes that give very best results in Hockey Shoe Selling.

For any needed Staple Lines for Fall Trade see Samson Values now.



*A complete line of McKays
A leading line of Heavy Staples
Unequalled Hockey & Football Boots*

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

accept your suggestion of matching when same is fully demonstrated by showing the actual article from stock right up against the shoe, why, of course, there is only one thing I can see to do, and that is to sell her what she wants, and congratulate yourself that there are only a few in existence after all just like her. Remember her cash makes the N. C. R. ring just as merrily even if only one soul exists with but "a single thought".

9. As my recollections of positive customers are that they are usually very talkative ones and very set one idea-ones. I would let customers have just what they wanted, with the only exception perhaps that if there was existent some condition of abnormal foot trouble and knowing that such foot trouble could be remedied in a change of ideas regarding shoes worn, I would exhaust every argument in my knowledge to persuade customer to adopt my idea, believing that in the long run good would result mutually in my insistence, and even if a failure transpired to have my recommendation secured, I would clinch my argument with a refusal to accept any responsibility if trouble developed later of which I pointed out as possible of resulting in going contrary to my advice.

I know there exists a notion to accede to the theory, that, the customer is always right, but I believe the time is close when the profession of Shoe Selling will be better recognized than now, and, recognized as a profession the Shoe Salesman shall have more weight to his line of talk than as at present, and a customer will trust him as he would his physician.

10. Why should the salesman assume an air of grouchiness or unpleasantness because a man or a woman chooses to appear so to him. Maybe your customer has some reason to feel grouchy and wants to get it where he can tramp on it and consequently decides on a new pair of shoes; in other words, your very suaveness and amiability should be so apparent and real as to impress your customer exactly opposite to his intentions, and you on your part as salesman should get right down to shoes, sensible shoes, appealing shoes and values, and try to coax the grouch to come out.

It wouldn't do you one bit of good to tell him he was a crank because that would indicate two cranks and I never saw yet a wheel turned by two cranks unless there was one mind guiding the two cranks.

Sometimes there are grouchy people who say some rather clever things and if you happen to hear such, agree that they are clever and let him know it.

SOUND SHOE MERCHANDISING.

(Continued from page 26)

between January 1st. and August 1st., 1923; how many pairs came in between August 1st. and December 31st. 1922; how many pairs came into the store between January 1st. and July 31st., 1922, and then the balance would represent shoes that were over eighteen months old. I think we would be startled if we knew the result.

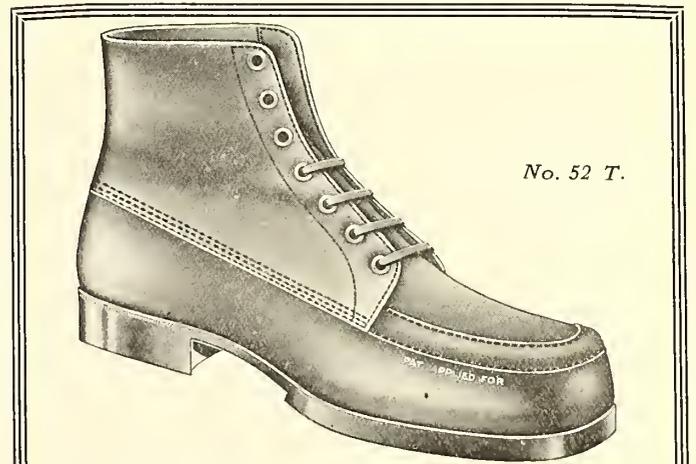
"We all realize that the big difficulty that the retail shoe trade has been going through is due almost entirely to the fact that the trade did not adequately liquidate its stock two years ago, but kept putting off hoping to get their prices. On a certain

portion they did, but this was more than offset by the terrific depreciation in value of what was not cleaned up, and I wonder how many yet do not realize the situation.

"In conversation with a retailer recently, I happened to mention how necessary it was to at least turn over his stock every six months. 'Why' he answered, 'It ought to be turned over four times.' I had a feeling he did not know what I meant and in going into the matter more fully with him it turned out he did not know what I meant by turning his stock at least every six months. He was thinking of turn-over in dollars and cents; I was thinking that a dealer should not keep any shoes in stock over six months without at least finding out why and making some definite plan to be sure that this old stock was moved out. I feel I got him thinking a little differently about turnover than he ever thought before, and he began to realize that if he bought shoes for a certain season's selling that there was something wrong if he did not sell them in that season, and failing to do this the most profitable thing he could do was to at least get his cost out of his merchandise before it was too late.

"I think the Shoe and Leather Journal will be doing great service to the whole trade by keeping up the work of educating retail merchants in these fundamental principles of good merchandising, so vital to the success of our merchants throughout Canada."

The principles of good merchandising are so simple a baby could understand them. It is just selling, at a fair profit, merchandise purchased, **in the season** for which it was purchased.



A Superior Work Boot

Specially made to give maximum wear and comfort. The most improved type of boot for farmers, lumbermen, etc. Solid leather throughout, made with Clump Sole, Slip Sole or Single Sole, in 6, 8, 10, 12, 14 or 16 inch heights.

See this and other Tanguay Specialties for
Fall and Winter

JOS. TANGUAY, Reg.
34 du Roi Street
Quebec



Cleo --- Cross strap Patent
and Black Suede, 14 8 Heel,
Junior Spanish --- Also made in
other combinations

McCaughan's Latest

*A Superior Style Creation
for Fall*

This is a real style beauty that presents the popular Cross Strap design in its most charming effect. With its strong appeal to the discriminating, you will find it one of the sales leaders of the season.

Dealers who are picking their feature offerings in style and value from the McCaughan Line of Specialized McKays are attracting a big volume of to-day's trade.

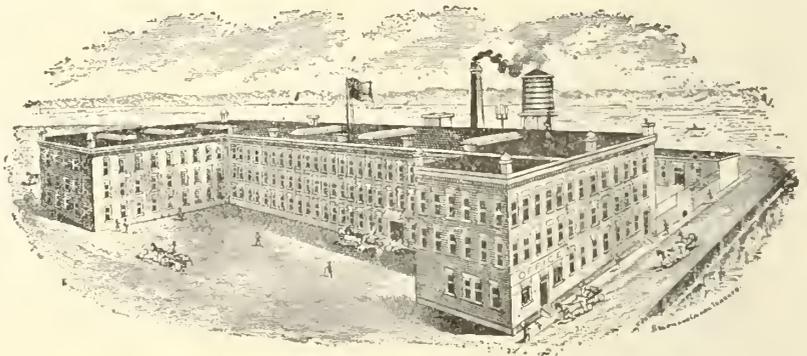
J. A. McCAUGHAN & SON

681-689 Champlain St.

Montreal

YAMASKA BRAND SHOES

*The Product of
Dependable Shoemaking*



Yamaska Brand Shoes are backed by a reputation of years of successful selling, and represent the utmost a well balanced organization can achieve in the making of an attractive, long wearing shoe of the "every day and everybody" type. Now offering shoes that are the maximum in staple shoe value to-day.

Our new in-stock department enables you to keep your stock fully sorted in leading Yamaska Brand Lines.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.

NATIONAL SHOE WEEK.

(Continued from page 29)

windows talk at a time when the public will be most interested to know what they have to say. The Shoe and Leather Journal is preparing a series of special windows as well as advertisements especially adapted to NATIONAL SHOE WEEK. These suggestions will be very helpful as they have been prepared by experts in their particular line. But there are a dozen different ways of stimulating business during shoe week that will at once suggest themselves to the average dealer.

Give It a Chance

The whole scheme has been undertaken in order to help shoe retailers to sell goods by starting all classes and conditions of people thinking about their shoe needs for fall. Give it a chance by doing your own little part and co-operating with others.

In order to encourage enterprise in connection with NATIONAL SHOE WEEK the Shoe and Leather Journal offers two sets of prizes, one for window decoration, and another for selling stunts: We will donate a first prize of \$15.00 for the best dressed window, with a second prize of \$10.00. For the best "Selling Stunt" in connection with SHOE WEEK, we will offer a first prize of \$15.00 and a second prize of \$10.00. This ought to encourage some of the younger element in the sales force to take a hand in the game.

ROUND TABLE CONFERENCE.

(Continued from page 28)

One of the keenest and best buyers in Western Ontario says 60% is sufficient for ordinary style shoes, but their policy is to grade from 60% to 100% according to the nature and risk of the shoe.

Another Ontario man who does a general family trade says: "We do not go in for 'millinery' shoes, but I would think that 75% is nearer the mark than 60% in handling style shoes profitably."

A Western dealer writes: "Sixty per cent is not high enough as turnover has not come back strong enough. I think dealers should encourage shopping in the morning rather than afternoon to help the situation."

An Eastern Ontario retailer doing a business in a town of over 10,000 says that he thinks 60% is enough if moderation is exercised in shoes retailing up to \$7.00. On more expensive lines or on extreme styles, a higher markup would certainly be necessary.

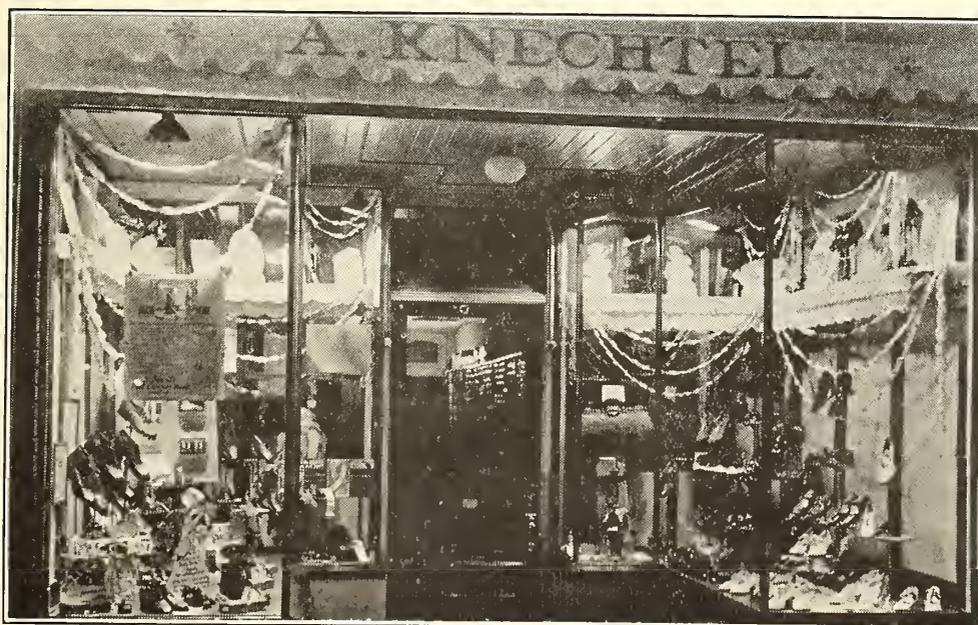
We should judge that the general opinion is that retailers are not getting out whole on the 75% basis even in the extreme styles, that have been the vogue this spring and summer, and the midsummer sales are a great revelation along this line.

THE BRITISH INDUSTRIES FAIR.

The British Industries Fair, which is operated by the British Government Department of Overseas Trade and is now the largest annual trade fair in the world, will be held at the White City in London, England, from 28th April to 9th of May, 1924, and at Castle Bromwich, Birmingham, England, from 12th May to the 23rd of that month. The Fair will take place later than in previous years, when both sections of the Fair opened during February. The question of this change of date received the careful consideration of the Department of Overseas Trade in conjunction with the British Industries Fair Exhibitors Advisory Committee. The majority of the members of the Committee were in favor of the change, having regard especially to the fact that those overseas buyers who visit the United Kingdom in the early part of the year, will in all probability delay their visits in 1924 in order that they may be able to inspect both the British Industries Fair and the British Empire Exhibition which will open on or about April 15th.

IN THEIR NEW HOME.

The new store of A. Knechtel, Stratford, is centrally located right opposite the City Hall, at 32 Wellington St. The management, who are well pleased with their new location, report business to be very good. The store front is decorated in cream and mahogany and the well dressed windows are attracting considerable attention. The windows in particular being considered a good advertising medium. The management is to be congratulated on the splendid improvement they have brought about.





Meet Us At The
SHOE STYLE SHOW

Upstairs
BOOTH F

IN THE COLISEUM
Near Eastern Entrance

Canadian National Exhibition

Toronto
Aug. 25th--Sept. 8th
1923

The Columbus Rubber Company
of Montreal, Limited

Among The Shoe Men



Mr. Geo. E. Fortin, representing the Hurlbut Co., Limited in Montreal, was a recent visitor to Toronto on business in the interests of his firm.

Mr. A. E. Jones, the well known shoeman, is opening a Women's Upstairs Shoe Store, corner of Peel and St. Catherine St., Montreal.

Mr. Louis Daoust, of Daoust Lalonde & Co., Limited, Montreal, is receiving the congratulations of his many friends in the trade on recently becoming the father of a little baby girl.

Mr. A. McCafferty, formerly with the John Murphy Co., Limited, is now representing La Parisienne Shoe Co., Limited in the far West.

Mr. John O'Brien, an old and well known member of the shoe and leather trade in Montreal, died on July 19th., after one week's illness. Mr. O'Brien was seventy-five years of age and for the past ten years has been associated with J. H. Goyer, representing the H. B. Johnston Co., Montreal.

Mr. Aubrey Davis, of the Davis Leather Co., Limited, Newmarket, Ont., was the guest of Mr. Geo. G. Gales, at his summer home at Como during the week of Aug., 11th.

Mr. J. F. Bluteau has joined the selling staff of the Crescent Shoe Co., and will carry this firm's lines in the Province of Quebec.

Mr. Stanley Underhill, of Barrie, recently called on his friends in the trade in Toronto.

Mr. Parker, of the Parker Steel Shank Co., Limited, Preston, paid a flying visit to Toronto last week.

Mr. W. F. Martin of the Kingsbury Footwear Co., Montreal, was in Toronto calling on the trade recently.

The shoe store of the late Walter Burnill, 75 Queen St. E., Toronto, has changed hands and is now known as the Thorn Shoe Store.

Mr. David Scott, of Montreal, one time president of the Canada Leather Co. which ceased to operate in 1911, died recently at the Western Hospital in his 73rd. year.

Mr. John H. McRobbie, president of the McRobbie Shoe Co., St. John, N.B., has left for Vancouver, with his wife, where they will make their home with their son, Mr. Geo. H. McRobbie, manager of the Vancouver branch. The St. John's branch was wound up a few months ago.

Miss O'Malley, who for the past eight years has operated a shoe store in Ottawa died recently.

Mr. H. Stoddart, of Morden, Man. has taken over the shoe business of Stoddart and Livingston of that town.

The Nursery Shoe Co., of St. Thomas, recently held their sixth annual picnic to Port Bruce. Nearly seventy employees and officials attended. Baseball games, races, and the usual run of picnic entertainments were enjoyed by all.

Mr. L. E. Edwards, of Woodstock, is moving to Kirkland Lake. Mr. Edwards was a well known shoemaker in Woodstock, and had been in business there many years.

The early closing by-law for shoe retailers of St. John, N.B., has been repealed. The stores are now open in the evenings.

Mr. W. H. Semple, of the Atlantic Coast branch of the Kaufman Rubber Co., Limited, and Mr. Len Hutchison of the Toronto office, are out on the Pacific coast.

Mr. Caster, of Caster and Koake, shoe retailers in Toronto, is taking a well earned holiday in Caesarea, Ontario.

Mr. Peter Doig, of Montreal, was a recent visitor to Toronto.

Allan Reid's Shoe Store, in Kingston, was recently visited by thieves.

Mr. Geo. E. Carling, of Getty and Scott, recently purchased a new "Chev". It is hoped that he will keep "within the law," as far as speeding and parking signs are concerned.

Mr. S. T. Stephens, of Canadian Shoes Limited, is enjoying a vacation at Banff.

Mr. Kew, of the J. A. McLaren Co., Toronto, is spending part of his vacation at Port Dalhousie, Ontario.

ANOTHER VETERAN PASSES.

John Huxley for over 32 years a traveller for the W. B. Hamilton Shoe Co., Toronto, died recently at his home, 585 Bloor Street West, Toronto, following an illness since February of this year. The late Mr. Huxley, who was born in Brampton 61 years



ago, had been a resident of Toronto for many years. He was a member of the Masonic Order and the Mystic Shrine in Brampton, and attended the Methodist Church. He is survived by his wife and one sister, Mrs. J. L. Davies, of Chatham, Ontario.

Mr. T. Mullins, of the Toronto staff of the Kaufman Rubber Co., is spending his holidays in St. Thomas, accompanied by his wife and family.

Mr. E. W. Clement, of the Greb Shoe Co., Kitchener, recently addressed the Kitchener-Waterloo Rotarians on the subject of shoes.

Mr. Charles E. Betournay, of J. A. McCaughan and Son, Montreal, is displaying his latest samples at the King Edward Hotel, Toronto.

Mr. Richard Tew, of the Ed. R. Lewis Leather Co., Toronto, is away enjoying his holidays where no one knows, it being a dark, deep secret.

Mr. J. P. Buchanan, representing the Smardon Shoe Co., Montreal, has a sample room at the King Edward Hotel, Toronto.

Mr. J. Perkins, of Duchaine and Perkins, Quebec, has arrived in Toronto this Tuesday, and will spend the balance of the week at the new permanent sample rooms, 23 Colborne Street.

Mr. E. E. Laberge, formerly with the Invictus Shoe Co., has now joined the sales staff of A. E. Marois, Limited, Quebec. He will represent this firm in Montreal and the Province of Quebec and the City of Ottawa.

Mr. Guillaume Dupont, one of the pioneers of the shoe business, died in Montreal recently in his 89th year.

Mr. Guillaume Dupont, father of Mr. A. L. Dupont, of Dupont & Frere, Limited, Montreal, died at his residence 358 Amherst St., on Aug., 8th. Mr. Dupont was eighty-nine years of age and was one of the oldest members of the shoe trade in the city, having established one of the first retail shoe stores on St. Catherine Street. He retired from business activities about twenty years ago. The funeral was held on Friday, Aug., 10th., to Cote des Neiges Cemetery.

E. T. CARTER TAKES NEW ENGLISH LINE.

The E. T. Carter and Co., of 85 Front St. East, Toronto, has been appointed Ontario and Quebec representatives for Padmore and Barnes Limited, of Northampton, England, manufacturers of the well known brand of "Moccasins" shoes for men, women and sons o' men. This agency also includes "Wig-

wams" for men and women, a new range introduced to the trade only recently. Complete information regarding samples, etc., can be had at the above address.

HOW ABOUT YOUR SLOGAN?

You still have time to enter the Shoe and Leather Journal Slogan Competition. Put your thinking cap on and tell us the best national slogan for the Canadian Shoe Trade. It must be short. It must be easily remembered. It must raise in the reader's mind, the benefits derived from good shoes. It must coax him into a buying humor. It must increase the sales of quality shoes, which, will create new business for everyone all along the line. Do you get the idea? "Save the surface and you save all". "Say it with flowers", are two good examples of national slogans. In your every day experiences around the store, warehouse, plant or factory, your everyday existence among shoe atmosphere should put you in a position to originate a real snappy slogan.

The Shoe and Leather Journal is willing to offer two prizes for the two best national slogans, suitable for the purpose expressed above. First prize \$15.00, second prize \$10.00. The contest will close September 1st, 1923. Send as many attempts as you like, but keep each one on a separate piece of paper, the slogan on one side, and your name and address on the back. Send all replies to the "Slogan Editor", Shoe and Leather Journal, 545 King Street West, Toronto.

THE SISMAN PICNIC.

The annual excursion of the employees of The T. Sisman Shoe Company, Aurora, to Niagara Falls, was held on Monday, July 30th. Aurora's Civic Holiday. The entire outing was a splendid success nearly 400 people attending. The fine weather which favored the trip made it possible for the usual programme of games and races to be enjoyed in full. Excellent dance music was provided on both boat trips, so there was no lack of entertainment from first to last. The accompanying snaps were taken during the trip.



Mr. T. Sisman

From left to right, Mr. Jackson, U.S.M.C., Toronto; Mr. H. Sisman, Aurora; Mrs. Hanson, Toronto; Name Unknown; Mr. Hanson U.S.M.C., Toronto.

DO THEY MAKE THEM LIKE THIS NOW?

The shoe shown in the cut below was made by Mr. Wm. M. Wright, of Newmarket, in 1895. The upper leather was tanned at Mount Albert, by Miller and Sons, by a process then known as cold liquor, being hemlock bark, and taking about twelve months



to complete the process. According to Mr. Wright, there were no fancy pattern makers in those days, the shoemaker just cutting the pattern from a piece of paper. After twenty-eight years the shoes are still in excellent repair and have been used as bicycling boots for seven or eight years exclusively by Mr. Wright.

CANADIAN LEATHER COMPANY.

The Canadian Leather Co., is a recently established leather concern, at 323 Craig St., West, Montreal handling several well known leather lines. They are selling agents for the Standard Kid Co., of Boston, and will carry stocks of this firm's leathers in Montreal, giving the Canadian manufacturers the advantage of prompt supply service. They also carry the Beggs & Cobb lines of Buck, and will supply demands from Montreal stock. Sheepskins, Cabrettas, etc., in black and fancy colors, are also included in the Canadian Leather Company's lines. They are, in short, in a position to extend to the trade a complete supply service in upper leathers.

THE NEW WAYLAND SHOE STORE.

With the opening of the new Wayland Shoe Store, Montreal, there rejoins the ranks of Montreal shoe retailers a past member who can almost be classified as one of the old brigade. You will look in vain for anything in Mr. Wayland's appearance to denote this long association with the trade, and the only things that reveal it are his complete knowledge of the trade and the fact that previous to his starting in the manufacturing business some eleven years ago, making the Wayland Shoe, he was for twenty years manager of the Fogarty Shoe Co., corner Main and St. Catherine Sts., Montreal.

In again entering the retail field Mr. Wayland has selected one of the choice locations in the centre of Montreal's busiest retail block, the old Almy Building, St. Catherine and Bleury Sts., and he has fitted up a store that is the last word in an up-to-date shoe retail establishment.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST. 1915

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

Largest Shoe Factory Supply House In Canada

MAIN OFFICE:

154 NOTRE DAME ST. W.

MONTREAL.

FACTORY AND BRANCH:

77 ONTARIO ST. S.
KITCHENER, ONT.

BRANCH:

563 ST. VALIER STREET
QUEBEC

TO OUR CUSTOMERS

Our earnest desire is to make this business mean something more to you than merely a place to buy something you need. We want to know you and to have you think of transactions with us as dealings between friends.

We are human, and likely to err at times. If you ever have reason to feel that we have fallen short in any way, please tell us so frankly. We are constantly trying to improve our service, and your suggestions will be sincerely appreciated.

You would be surprised to know how much the growth of this company has been due to the recommendations of its friends.

Your influence among your friends and business associates is more valuable to us than any advertising we could do.

This is an institution of service and we want you to make it as useful as possible in every way.

McDOWELL & LINCOLN

LIMITED

formerly

INTERNATIONAL SUPPLY CO.

Shoes of Quality

Our new 1924 range of samples is most complete and includes the season's newest creations in novelty footwear in addition to an exceptionally fine assortment of staple lines.

We have added a number of new up to the minute lasts in Mens', Boys' and Women's lines, and with considerable improvement over our previous high quality, style and workmanship. We feel confident that our new range of footwear samples will meet with your approval.

Rush Orders 3 to 4 Weeks' Delivery

Permanent Sample Room

We have recently opened our new permanent office and sample room at 23 Colborne St., Toronto. (Directly behind the King Edward Hotel) Telephone Adelaide 3526, under the charge of

Mr. C. A. Davies, General Sales Manager.

At the Exhibition

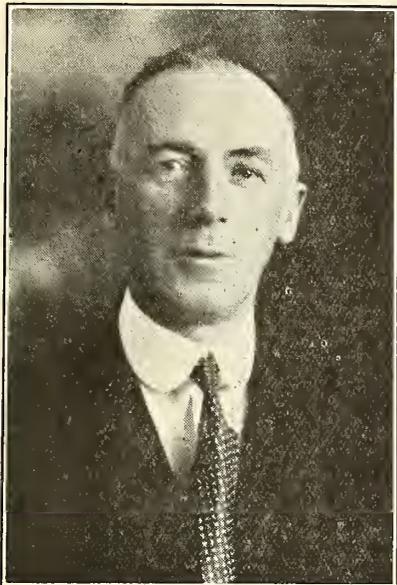
Meet us at the Exhibition. Our Booth No. 19, at the Shoe Exhibit in the Coliseum Building, during the Canadian National Exhibition, Aug. 25th. to Sept. 8th. will interest you. Mr. G. A. Swalwell and Mr. R. G. Boyle will be in charge.

Duchaine & Perkins

195 De la Couronne

Quebec

The store has two entrances, a front entrance from St. Catherine St., and a rear entrance leading off the main corridor in the centre of the building. The interior is decorated in white and cream, and the shelving, fittings and chairs are in oak. The general



effect created by the blending of the decorative colors with the woodwork and fittings is very pleasing, and gives to the store a most inviting appearance. All the cartons on the shelves have uniform diamond shaped labels in brown, harmonizing in color effect with the fittings. The store front is divided into double windows of good depth, making attractive window displays a striking feature of the store.

The men's lines featured in the stock include Tetrault's No. 1, made on Wayland Special Last, and in women's shoes are shown the lines La Parisienne Shoe Co., Ltd.; Perth Shoe Co., Ltd., and Clark Bros., Ltd.

Although the store has been opened only a short time, Mr. Wayland reports that the support accorded him by the buying public of Montreal has been very gratifying, and among the satisfying features of his patronage is the notable fact that some of his old customers of the Fogarty Company days have already found their way to his store. He has associated with him in his business his two sons, and it is their purpose through progressive methods and offering reliable goods, to make the Wayland Shoe Store a favorite with Montreal shoppers.

A NEW CANADIAN FACTORY.

The ranks of Canadian shoe factories have been augmented by the establishment of the Witchell-Sheill Company of Canada, Limited, at Windsor, Ontario. For twenty-five years the Witchell-Sheill Company of Detroit, have been building a successful business, specializing on boots, and outing and athletic footwear. With a view to the permanent development of business in Canada they have erected a large plant in Windsor, Ontario, from which to serve the Canadian dealer with Canadian made products. Their reputation as to business methods and integrity, as well as that of their products, has put them in the front rank of American manufacturers

in their particular line.

Their building in Windsor represents an investment of about one hundred thousand dollars, aside from plant. The management will be in the hands of Mr. W. J. Perkins, himself a Canadian. Their first introduction to the Canadian trade in a large way, will be at the shoe display, at the Canadian National Exhibition, where they will be located in booths P and Q.

JOHN MARLOW & SONS, LTD.

Mr. V. F. Bentley, Canadian Representative for John Marlow & Sons, Limited, Northampton, England, is demonstrating to the Canadian trade, English shoes in wide variety of lasts, leathers, and styles. They are all solid leather shoes under several brand names, of which "Waukeezi" and "Tru-Phit" are probably two of the best known.

The men's range consists of high cuts, as well as oxfords and brogues, in bals., bluchers, and the latest straight lasts. Box calf, French calf and Scotch grain are a few of the leathers shown, while a few of the colors are black, brown, nigger brown, tan and patent. Crepe soles are also shown. In the women's lines, Mr. Bentley is showing oxfords, one-straps, cross-straps and brogues in black, brown, nigger



John Marlow

brown, patent and grey, as well as in suede. Double stitching and perforations are used with care. Crepe soles are also featured. This range includes their new French last in several colors.

The head office in England has an "In Stock" department handling most of these lines, a fact that assures prompt deliveries. The head office also has controlling rights in both England and the States for Cellulor Aertex Sanitary Lining, a special lining used in men's shoes. Mr. Bentley, who has had this agency since February of this year, expects Mr. G. H. Chapman of the Executive Staff in Toronto about the 27th. of August, at which time they will have a sample room in the King Edward Hotel, Toronto, where they will be glad to meet any interested members of the trade. A display will also be held in the International Building of the Canadian National Exhibition.

Standard Kid Co.

207 South St.

Boston

Vode KID

*The Leather
for Fine Shoes*

Black and Colored Kid

FANCY

including Log Cabin, Camel, Champagne

WHITES

BROWNS

featuring Havana, Autumn, Golden

Selling Agents

CANADIAN LEATHER CO.

323 CRAIG ST. WEST

MONTREAL

'Phone Main 7936

Deliveries from Montreal Stock

Arch Support Shanks

Our thoroughly equipped die department has made it possible for us to meet the tremendous demands for Arch Support Shanks.

Don't forget we manufacture dies in our own plant and can produce any special design of Shank you require from your pattern.

We also manufacture a full line of Leatherboard, Steel and Combination McKay, Turns and Welt Shanks.

Write for prices

The H.W. Steel Shank and Specialty
Company - Limited
PRESTON ONTARIO



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. Inc.

New York

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

The Shoe Repair Man

The Shoe Repairer and Service

Address by Mr. C. E. Hurlbut, before Convention of the Ontario Federation of Shoemakers and Repairers.

Mr. Chairman and Gentlemen:—

IT is perhaps more fitting than you might have thought that I was asked to speak to you on service in the Repairing of Shoes.

My grandfather, Ruben Hurlbut, ran a custom and cobbler's shop 50 years ago, in Myrtle, Ontario, where I was born, employing as many as 15 men at times. My father followed in his footsteps, and I worked at the bench under my father from my 12th year, after school and holidays.

I believe the instruction I received from those two splendid men, especially my father, did me more good than any other factor that has come into my life. It was a case of "low living and high thinking." In any event, the life and work did tend to make you think. Indeed, it can be said truthfully that the cobbler's bench has been the seat of philosophy during the ages. Lloyd George is not the only great man I could mention, who learned great lessons of life, while listening to the wisdom and philosophy as expounded by his uncle the cobbler of shoes.

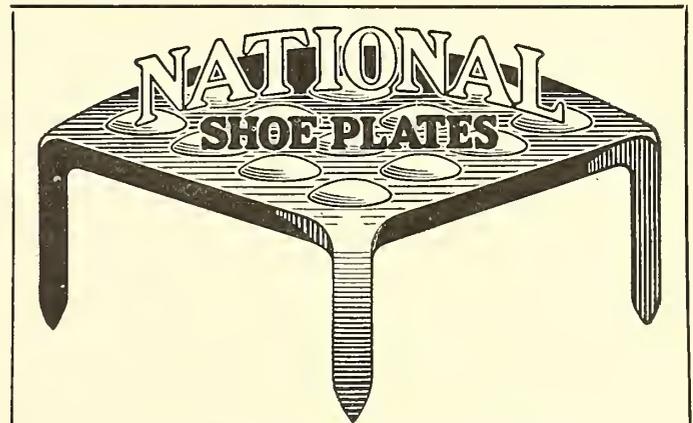
It is well that this convention should consider ways and means of improving service to the public, for the shoe repairing business is one, the development of which by any individual, is dependent almost entirely on service. That such service is not altogether what it should or might be is evident from the place given on your programme for discussion on this subject.

The business of repairing shoes, so far as the development of good-will on the part of the public is concerned, has been and is a difficult one, but because of that very fact particular diligence, thought and attention to the subject become important and almost mandatory in your business. As in any other business, you must find your real problem, discover the proper method solution, and give it full application.

Of first importance to the repairer of shoes, I should say, is a correct understanding of the mental attitude of the public towards the shoe repair business. That attitude of the public, as I see the situation, is one of non-interest and of indulgence. Shoe repair men must exist. They are necessary at times. One of them is as good as another; the nearest one, the most convenient one, is best. There is no discrimination. The public in general knows little, if anything, of various grades of leather, and even less of good workmanship on shoes. Possibly they even grudge the price of repairs. They are quite likely to prefer a cheap price, because they do not understand why prices vary. They do not like to spend any time in repair shops because of preconceived notions of noise, dirt, disorder and confusion. They consider the shoe repairer in the light of a worker, rather than as a keen-minded business man.

Attention is called to this condition, not in any way as an indictment of the shoe repair business and those men who are making a success of that business, but the condition is real and must be faced. It is a natural condition. In the old days—and they are not so far past—what was the usual procedure? The repair man was altogether a workman. One took a pair of shoes to be repaired. He was asked what he wanted done to them. He was told he could have them at a certain time. The shoes were thrown into a promiscuous heap with other shoes. And when called for, provided the work was finished, the shoes were hunted for, singled out, wrapped up in a newspaper and paid for. The customer departed. The repair man went back to his work. Nothing had happened to make a permanent customer. If he continued to live in the neighborhood he would be back next time. Otherwise he would be some place else.

But, you will say, conditions have changed. Methods have improved. The business has advanced into a new plane. Quite right. I know it. You know it. But does the public understand and appreciate that fact? I am afraid not. Your first problem, as I see the situation, is to make the public understand and appreciate, to change a negative and irresponsible attitude, an indifference, into a positive and friendly attitude, a feeling of good-will towards the individual repair man



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day. Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed 10	one-gross	cartons	in	box
" " 2:	" 10	" "	" "	" "	" "
" " 3:	" 6	" "	" "	" "	" "

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

a realization that he is part of a vast industry providing a very necessary additional service to the great manufacturing industry of this country.

How, you may ask, is this to be accomplished? The field is large and the replies which might be made are many. Asked his formula for success in business, a prominent manufacturer once replied: "To do a thing well and keep doing it well; to tell the public about it and keep on telling them about it." That formula is good and just as applicable to shoe repairing as to any other business. It really covers the whole situation.

To do a thing well—that is the real starting point in service. It involves first the necessary qualifications in the worker and in the head of the business. The repairer of shoes should understand the necessary operations in shoe repairing and how to apply them in skilful fashion. But that is not all. He should be a constant student of shoes and how they are made, materials, their grades and differences. **He should be able to judge which grades are best suited to the probable life of the shoe which is brought to him, and should act on that judgment.** I have known of cases where one repair man would say of a certain type of construction that it could not be repaired, whereas another repair man would actually be repairing shoes of that very construction with profit to himself, and service to his customer. The one was a student, well qualified; the other indifferent to anything that was new, refusing service that a customer had come to him for and expecting to receive.

And being well qualified, and thus equipped for success, the shoe repair man should be aggressive in applying his knowledge to the service of his customer. He should remember always that the customer knows little of shoes, their value, their prospects of service with proper care. **The attitude of a repair man who asks a customer what he wants done is wrong; his vision is too narrow.** He is a specialist, and as such he must act. When a pair of shoes is brought to him, the customer may say what he wants done, but the repair man must judge the situation. If the shoes are not worth repairing, he should say so frankly. If they are, he should judge to what extent. Why not tell the customer that the shoes are in splendid condition and should have a No. 1 quality oak bend sole. Or again, tell him that the shoes will only give limited service from now on and that a medium grade belly sole is about all that would be warranted? Let him understand the difference.

Or again, if the customer specifies heels or soles, or whatever the job may be, and there are other parts of the shoe in need of attention, do not hesitate to point out the situation to him and to suggest the longer life or added comfort if the job is made complete. The customer will appreciate such advice, even though he may not act on it in every case.

There is a further service along this same line, which I would consider of importance in the development of good-will towards your business. **You men know that many shoes come in to you for repairs for no other reason than that they have not been correctly fitted.** The strain of wear has fallen in unnatural points and something has had to give—soles, heels, lining, stitching, or the upper itself. How many of you ever point out such a situation? Don't you think that would be real service and result in additional good-will on the part of your customer? It should, because it is in the interest of economy and personal comfort for him. Or, developing the idea further, never be afraid to caution a customer that he is ruining his shoes through neglect or improper care, burning out the leather by

laying near heat, or rotting the leather and thread through dampness, or any similar condition.

I shall pass over a great many points in service, the importance of which is obvious. The clean, orderly, business-like appearance of the shop, the pleasant and dignified approach to the customer, fair treatment on prices, promptness in meeting all promises, the invitation to return when in need of more service, the neatness of delivery, courtesy by telephone—all of these and many others are well known to you and all are of importance.

To tell the public about it. Here is a phase of service that is equally as important as doing the job well. The light under a bushel serves no man. Hidden qualifications and power of proper execution are of no use unless the public knows about them. I am a great believer in advertising when a man has anything to advertise, anything deserving support because of genuine merit, anything that gives real service and economy. And I have learned that the public will respond quickly and in numbers to any proposition of real worth. Here again, this is just as true in shoe repairing as in any other business—particularly important as a matter of fact, because of the public misconception of what the shoe repairing business really is. I know that some men feel they cannot afford to advertise. Those are the men who consider advertising an expense. But the man who has something worth advertising should advertise in the interest of his own development. And that man will discover that instead of an expense, advertising is an investment in good-will, the greatest single factor in the steady progress of his business.

When I mention advertising, I do not mean necessarily the use of large space in mediums of large circulations, nor do I recommend foolish expenditure. The mediums for good advertising are numerous; the choice depends on local conditions. Each man must study his own requirements. But under any condition, I do think that as a shoe repair man, I would have a card index with the names and addresses of all customers, the number in the family and possibly the date of all repairs. Periodically I would solicit a continuation of that patronage and base my claims entirely on service. Along with that, I probably should have another record of additional families I would like to serve. My claim again would be based on service, and my invitation to call would be pressing.

And now in conclusion, let me repeat that the subject of service is a large one and its study most interesting and worth-while. On the details, we might talk for days or weeks. And remember there is always something new in the development of service. I leave with you the one suggestion that work well done and the public kept informed of that fact, cannot fail to make for success in any business.

Report of the Secretary

*Third Annual Convention—
Brantford July 25th and 26th,
1923.*

IT is with great pleasure I take this opportunity of giving you a little report on the happenings of our Federation, which have taken place since last convention. We have encountered a great many little

episodes both for the Federation and against. I will not enumerate them just now, as some would no doubt cause hard feelings, and we do not wish to promote antagonism. Co-operation is the secret of success, and it is along those lines that we propose to build up one of the greatest organizations. You must all remember that it takes a great deal of pushing and boosting to continue the up-grade ride which we all aim to conquer. A few knocks will make us slip back many cogs, and, believe me, once we start slipping, it's "Look out below!"

There are always the ones who are only too glad to push back. Do not come to conclusions until you have complete knowledge of the affair in mind. Probably when you hear the other side, you will decide that it was all done for the best. Good intentions are sometimes misjudged. I am quite sure the sponsors or any part of our Federation have done everything in their power to bring our Organization up to a high standard of ideals, etc., and I ask you here and now if anything did not just come up to your ideals, please do not hold anything against a brother craftsman. Let us have unanimous mutuality and work together as one. During the course of this convention you will have a chance to voice your likes and dislikes and they will be dealt with accordingly.

Shortly after last convention, we got in touch with several jobbers and manufacturers and asked for their mailing lists. From these we were able to compile a list of 1,900 names and addresses. After sending out the letters we have only had about one hundred returns, leaving a complete list of 1,800 good names. That is, I think, the most complete mailing list of Ontario Shoe Repairers ever compiled.

As you all know, the circular letter was asking for the small sum of \$1.00 for a membership to Federation to July 1923. This has been a good revenue producer and I trust that next year it will be taken up more thoroughly until such time as we can set a larger amount, so that we can make some great changes, as the financing is one of the most essential points of a great Federation.

We have had most excellent results from the advertising in our programme and must thank the manufacturers and jobbers, who so unhesitatingly have given us their hearty support and have taken the advertising space which has enabled us to carry on this great movement. We have printed a complete twenty-four page programme book and mailed one to each and every shoe repair man in the province of Ontario. So that now no man can say that he never knew there was such a thing as a movement to promote our trade to the highest degree of efficiency. We depend a great deal on this year's activities, as well as the two previous years, for the future of our Federation and if we will all take a part and push and boost, I am positive the time and work of the last three years will not be in vain.

At the Council meeting held in the S.O.E. hall at Hamilton, on April 25th. a most profitable time was spent by all present, for the benefit of the Federation at large. To show you what a great interest is being taken in this movement, I might state that all except one of the councillors were present. A good showing, I am sure. A number of interesting items were taken up and I hope it will be beneficial to all the Craft. This big convention is the outcome of many brain waves, which, when added together and sifted down form a programme for our assembly. These several councillors travelled from near and far, at their own expense, to help promote the ideals for us all.

There is one point I would like to have brought up during the convention. I think that these men who so heartily give their time and money, should be allowed a certain remuneration, to be taken from the funds of the

Federation, an allowance of so much to be decided by this gathering of master minds. Don't smile, gentlemen, in our ranks we have some very high powered, full-of-pep boys, who, in the future will I trust, come forward of their own free will and accord, to give heartily of the best they have.

During the course of the last year we have suffered a great loss in the sad demise of our noble Brother, Mr. Walter Burnill, of Toronto, who, as most of you will remember, journeyed to England in search of a new lease of life, hoping the change of climate would recuperate his failing health. But, sad to say, he was called away before the recuperating breezes of that lovely land had a fair chance to fill his veins with new vigor and vitality.

I am sure our Federation has missed our good friend Walter and will continue to hold in loving memory, one who has so ably done his share toward the building of this, as well as other associations with which he was connected.

It was a sad task for me, I assure you, to write a letter to his bereaved family sending the condolences of our Federation.

Another task, as deeply sad, was the letter of condolence sent on behalf of our Federation, to our good old friends, Mr. P. B. Wallace and Al, on the sad death of their dear and beloved wife and mother.

No doubt there have been others among us who have suffered loss by the grim reaper of which I have not been notified. If by chance, the fates that be, have visited your home, I ask you to accept our condolences at this time and believe me, it is with deep regret I have to express our sympathies in this manner.

I think that a motion should be put to this meeting by which the secretary should be notified of the demise of any of our members or their families, so that a fitting message could be conveyed to them in their bereavement.

At the convention of the Allied Shoe Trades held in Montreal last January a telegram of greetings and congratulations was sent to them from our Federation. It was received and fittingly read by our friend Mr. S. Roy Weaver, Secretary of that great assembly, who sent a reply message to that effect. It is such matters as these, gentlemen, that will help raise our prestige to a high standard and impress on the people of this province, that there is something more than a mere name in The Ontario Federation of Shoemakers and Repairers. It pays to advertise and I am sure we can show the goods, when called upon.

All the initiative of this Federation will be handed down to posterity and won't it be a great jewel in our crowns to have our successors in the years to come, say unto themselves, "What a great bunch of boosters they were in the olden days!"

It is a positive fact, my good friends, that we all must keep on pushing, if we would set an example for the boys that are to come.

As regards the work that has been accomplished, this year, a few itemized details may at this moment be of extreme interest to you.

As regards the work that has been accomplished this year, a few itemized details may at this moment, be of extreme interest to you.

After compiling the mailing list, 1900 circulars were mailed. As I have already informed you about one hundred were returned. Around one hundred dollars was sent back, not a very great showing, but considering the very strenuous months from which we are now just passing, I might say that it could have been worse and take this opportunity of thanking those who so readily came forward with their little greenback to help put over this great convention. The cost of stationery, mailing, clerical work, etc., was around sixty dollars,

leaving a profit of forty dollars. Personally I expected to receive around five hundred dollars on the proposition. However we are ahead of the game any way. Possibly the depressed condition of affairs had a great deal to do with it, and I am sure there are all of five hundred enthusiastic shoe repairers in this province who, if it were in their power to give, would do so unhesitatingly. Let us look forward to better results next year.

The collecting of advertising for the programme was a very arduous task, entailing a trip to Toronto, Hamilton and London, besides the writing of some three hundred letters but the results, as you will see, were very encouraging and have made it possible to carry on this convention for the small sum of one dollar per man. We were met very kindly by the majority of prospects and received the utmost civility.

We must here express our many thanks to the boys of the Brantford and Brant County Association for their usual kind assistance in helping to fold circulars and stamp envelopes, also the mailing of the programmes. These boys have worked hard and are deserving of your praise.

With economy in view we have purchased a street banner at a cost of \$30.00. This banner has been lettered so that it can be passed along from year to year saving any further expense to the Federation regarding this matter for years to come.

The hall in which we are now meeting has been given to us gratis by the Chamber Of Commerce. I think at least a vote of thanks should be sent to that worthy body for the use of the same.

The Civic Fathers of Brantford have shown their hearts are in the right place by giving us a grant of \$150.00 toward the convention expenses. This matter is also deserving of a hearty vote of thanks.

The Telephone Demonstration, which you will have the pleasure of witnessing this afternoon, is a work of art and being of a very educational nature, I am sure you will agree that it is the feature event of the day. This part of the programme is being produced by The Bell Telephone Co. with their compliments.

In preparing the papers and addresses on our business programme, great care has been taken to give you the best available, so as to make this a very profitable meeting for us all.

The Banquet Menu will be prepared by the famous french chef of the Kirby House and we hope will be to your satisfaction. We have endeavored to confine the selection of the music and entertainment talent exclusively to Brantford artists making a varied banquet programme of many choice offerings, which com-

bined with the toasts of the evening will, I am sure, finish the first day with pomp and joy.

The second day has been set for business and pleasure also. The auto tour of the city and vicinity is in charge of Mr. A. Johnson, Past President of the Brantford Association, assisted by Mr. S. Hall, the energetic secretary-treasurer and I can assure you if any one misses this treat it will be to their everlasting regret, as many points of interest are on the route concluding with a visit to the most up-to-date Post Office in The Dominion of Canada and a very interesting explanation by our worthy friend, Postmaster, J. C. Montgomery, giving you an insight into the civil service system. To my thinking it will be one of the best educational visits you have ever made and no doubt you will be able to put to good use that which you will learn.

Many hearty thanks must be extended to The Trade Journals for their never ceasing enthusiasm in all affairs pertaining to the shoe repair man. Their kindnesses are very much appreciated.

We want every one to take a hearty part in all discussions, so that this convention may go down in history as one of the most beneficial to all concerned.

As nearly as I can estimate the financial position of the Federation, I believe that when we get through with this convention there will be a credit balance in the treasury of about three hundred dollars.

All this I humbly submit for your approval and trust that every man here will enjoy himself to the full extent of this convention.

(Signed) Walt. Stevens.

THE HAMILTON REPAIRERS' PICNIC.

Mr. Arthur R. Wilton, Secretary-Treasurer of the Hamilton Shoemakers' and Repairers' Association reports the following lively proceedings at their annual picnic:—

The 7th Annual Picnic of this Association was held in Dundas Driving Park on Wednesday, August 1st., and was attended by a goodly number of the shoe repairers of the city with their wives and children and also by several members of the Brantford Association with their lady friends. The Panco Salesmen were also present and made things lively by their antics. The races were run off in fine style and created lots of fun, and the water-melon eating contest almost saw the finish of some of the contestants, as in their hurry to get done first, they choked on the seeds. Frank Revell, the oldest young



ENTERPRISING ADVERTISING

Mr. W. S. Pettit, past president of Ontario Federation demonstrates his faith in advertising by this sign in Brantford

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

man on the grounds should receive a laurel crown and be called the Watermelon King. The soap scramble for the ladies was also a good feature and caused endless amusement in watching them pick up the soap scattered all over the course.

The big event of the afternoon was the baseball match between Hamilton members and Brantford visitors. The Brantfordites putting it all over the Hamilton team. Brantford must have been practising up.

The liveliest event of the afternoon was the keen competition in the drawings, everyone present buying one or more tickets, the lucky numbers in every case drawing a valuable prize.

At the conclusion of all the events, all those present assembled around the tea table, partaking of sandwiches and cakes and washing them down by some good old home brew, in the form of tea, made and prepared by Alf. Miller. Alf. is some tea maker, he knows how. Ice cream was provided in copious quantities and some kids said they had as many as a dozen cones, and milk was drunk as if it was beer.

Mr. Thomas Grayson, the popular President was right on the job all the time and kept things moving. A. R. Wilton the secretary was so busy all the time, he never even got a smell at the ice cream, let alone a lick at a cone.

The most looked for event was the distribution of prizes and the poor little secretary has his hands full in trying to hand out all the prizes at once. The Brantford men secured many of the prizes and the Panco Salesman won several of the drawing prizes which they turned in again, and various contests were staged until eventually these prizes were won by some of the Hamilton members.

The picnic was noted the best ever run by the Hamilton Association, and everybody went home tired but happy. Several wholesale houses were also represented.

Arthur R. Wilton, Secretary-Treasurer.

The line up for the baseball match was as follows:

Hamilton:—W. Matherson, W. White, V. Barbe, F. Tebbs, C. Keeton, S. Blowers, F. Wilman, W. Clifford, A. Wilton.

Brantford:—G. Ballenger, S. Hall, W. Pettit, R. J. Henderson, W. H. Caplen, F. Mulligan, J. Smith, H. Woodstock, W. Stevens.

KITCHENER ROTARIANS HEAR ABOUT SHOES.

Mr. E. W. Clement, of the Greb Shoe Co. Ltd., of Kitchener, recently addressed the Kitchener-Waterloo Rotarians on the subject of shoes. He explained the process of manufacturing the various types of shoes and illustrated it by shoes in various stages of manufacture.

Referring to the status of the shoe industry in Canada the speaker said there were 177 plants representing an investment of \$32,000,000 and an output of 16,000,000 pairs of shoes a year. 13,000 people were employed in the industry supporting 65,000 of the population. Speaking of the spread between the cost of production and the retail selling price of the manufactured article, Mr. Clement said that it ranged from 35 to 50 per cent. of the retail selling price. This might seem a big spread in price but the speaker added that Government statistics showed the retail selling cost to average 28 per cent. of the price the article was sold at and in the light of these figures the spread was not out of the way.

He dealt with the development of the shoe trade in Canada from 1860, up to the present, when practically all the shoes worn in Canada are produced here. This was made possible by tariff protection of the shoe industry in Canada.

Commenting to the Shoe and Leather Journal on his address, Mr. Clement said:—

"For the benefit of the Trade generally, I was trying to make a few points, among them, this: that the percentage of reduction, from the peak, in prices at the factory was much greater than the percentage of reduction in the cost including overhead. In other words, that a margin of profit had been lost sight of in the effort to provide shoes at a price which would lead Canadians to buy in something like normal volume.

"And further, that the spread between factory and retail prices was not too great. That the Harvard Bureau of Research had gathered statistics to show that the retailer's cost of doing business was 28.1% leaving about 5% margin, which vanished often with changing styles."

WHAT DO YOU KNOW ABOUT LEATHER?

The world is invited to put down on paper all it knows about leather, and is offered \$5,000 in cash for doing so.

The American Sole and Belting Leather Tan-

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Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. **THE ESSEX HOTEL COMPANY** T. A. McCarthy, Tres.
Telephone Liberty 3520 Cable Address ESSEXO

BOSTON, MASS.

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ners, of 17 Battery Place, New York City, extend the invitation. They interfere with individual initiative in only one way; the title of letters or essays must be "Nothing Takes the Place of Leather". But the title, the tanners believe, will not rule out any letters.

The contest which is now on will terminate at midnight on October 30th. Since man first showed any intelligence at all, as a little research will illustrate, he has seen the many advantages of leather for shoe soles, heels and uppers, for tents and boats and musical instruments, for decorations and for machine belts. Leather has been so common and so constantly used that very little thought has been given to it.

Leather is used in so many ways, and many of them so little known to the general public, that there are unlimited possibilities for variety and interest in the letters that can be written in attempts to win the \$2,000 first prize, or the \$500 second prize, or the \$200 third prize, or one of the five prizes of \$100, the ten prizes of \$50, the twenty of \$25, or the eighty "consolation" prizes of \$10 each, included in the 118 awards that will be made.

No one is debarred from the contest and there are few conditions. Tannery workers, shoe clerks, factory superintendents or any one else connected with the leather industry should have, however, an advantage over others. They know more about leather to start with, although everyone uses leather and knows about it more perhaps than they realize.

Letters must be in English and on one side of the paper, they should have the competitor's name and address at the top of the first page, they must

be in properly sealed and stamped envelopes, they may be of any length, and they must bear a post-mark not later than midnight October 30. They will be addressed to "Contest Judges, American Sole & Belting Leather Tanners, 17 Battery Place, New York City."

The judges, whose decision will be final, are Martha E. Dodson, Associate Editor of the Ladies' Home Journal, Fraser M. Moffatt, President of the Tanners' Council, and Dr. Frederick C. Hicks, President of the University of Cincinnati. They will announce the winners as soon after October 30 as possible.

THE CHEMISTRY OF LEATHER MANUFACTURE.

Chemical Catalog Company, Inc., New York City, 330 pages. \$5.00 Net.

Among the newest books dealing with the science of manufacturing leather is "The Chemistry of Leather Manufacture," by John Arthur Wilson, chief chemist, A. F. Gallun & Sons, Co., of Milwaukee. This volume is issued as one of a series of monographs under the auspices of the American Chemical Society.

The book represents a compilation and editing of a vast amount of available literature, supplemented and corrected by original investigations, in the effort to bring the information contained in a comparatively brief form down to the close of 1922. Considerable space is devoted to a study of the histology of skin, and its chemical constituents. The physical chemistry of the proteins is treated at length.

Following these chapters, the various processes through which hides and skins pass are discussed from a practical and scientific point of view. Preservation and disinfection, soaking and fleshing, unhairing and scudding, bating, drenching and pickling, vegetable tanning, chrome tanning, finishing, etc., are some of the headings to which chapters are devoted. Tanning materials and the tanneries are also discussed at length.

The work is a valuable edition to the literature of leather manufacture. Written from the standpoint of a practical leather chemist, it should find a place in the library of every student of the scientific side of the tanning industry.

SHOE FACTORY SUPERINTENDENTS' AND FOREMEN'S ASSOCIATION HOLD MOONLIGHT.

The Shoe Factory Superintendents' and Foremen's Association of Montreal held a delightful moonlight excursion on Friday evening, July 20th., journeying down the St. Lawrence River to Lake St. Peter and back, enjoying the cool breezes, the scenery and the entertainment provided. Nearly all the members of the Association took in the outing, who with their friends made up a jolly company of about five hundred. With a splendid programme of music and dancing and numerous other lively features, every minute of the time on board was filled with enjoyment. The Committee in charge of the excursion received the well merited thanks of the Association for the able manner in which arrangements were carried out, and all who participated in the outing will look upon it as one of the happy events of the Summer Season.

Edwards & Edwards Limited

TANNERS OF
SHEEPSKINS

FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOODS
SKIVERS
EMBOSSED LEATHERS
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CONDENSED ADVERTISEMENTS

WANTED—by Quebec Province firm manufacturing a popular priced line of women's and children's McKays, a Salesman, for territory from Port Arthur West. Must be an aggressive and experienced man. This is a good position for one who can show good results. Apply in the first instance to Box 4, Room 410, Coristine Building, Montreal.

SALESMAN Wanted for Quebec and Maritime Provinces, by Ontario Shoe Findings House. State experience and salary expected. Apply, Box 115, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

GENTLEMAN, living in Central England, having thorough knowledge of Leather Trade and good connection in the Gloving Districts, desires to represent reputable firm of light leather tanners. Address Z.Y. 853, c/o Deacon's, Leadenhall St., London.

HIGHLY EXPERIENCED RETAIL SHOE MAN, qualified to hold a seniority or managership is open for a position. Willing to handle stocks for assignees and bankrupt stocks offered for clearance sale or would take charge of Foot Comfort Department. Would also consider a resident sample room proposition. Writer has a thorough knowledge of shoes and a complete understanding of retail merchandising. For further particulars apply Box, 114 Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

WANTED—For Toronto, Montreal and large towns in Quebec and Maritime line to be carried with high grade women's Welts and Turns. Only Best Grade of accounts called on. Box 113, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

POSITION WANTED

All round Shoe Maker and Repair Man, used to machinery. Could take full charge of Retail Store or Repair Shop. Open for Position at once. Box 122, Shoe & Leather Journal, 545 King St. W., Toronto.

WANTED—For Toronto and Western Ontario. Line of men's welts or women's Med. Priced McKays or Turns. To carry with a line of women's Medium Priced welts. Guarantee A. 1. accounts. 17 years travelling in Ontario. Apply Box 121, Shoe & Leather Journal, 545 King St. West, Toronto.

WANTED—Three or Four foot "GEARLESS SOLE CUTTER" immediately for cash. Please state lowest price. Box 120 Shoe & Leather Journal, 545 King St. W., Toronto.

SHOE BUSINESS FOR SALE—In town of Morrisburg, good location, stock clean, will sell at a bargain, write A. M. Tupper, Morrisburg, Ont.

WANTED—Two wide awake salesmen, one for the lower Maritimes, and one for Northern Ontario, to carry up-to-date line of shoe findings and novelties. Must have good connections and best references. Commission basis only. Apply at once with all details in first letter. Box 119, Shoe and Leather Journal, 545 King St. West, Toronto, Ont.

WANTED—By Salesman with good connection in Eastern and Northern Ontario, Manufacturers' lines or position with Jobber. Can start at once. Box 118, Shoe & Leather Journal, 545 King St. W., Toronto.

Agency Wanted

Whitney & Westley, Ltd., of Burton Latimer, Northamptonshire, England, desire representation of their goods in Canada and are prepared to open negotiations with a first class buying agency. Manufacturers of Gents' Best & Medium Grade Welted & Machine Sewn Goods at very competitive prices. Sole agency can be arranged.

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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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*Largest Manufacturers
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Turn Into Money

*Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.*

**R. G. Dun & Co., 38 King St. W.
TORONTO**

*The Collection Service, which has been
proved most satisfactory by all users of it, is*

OVER 70 YEARS' RECORD OF EFFICIENCY



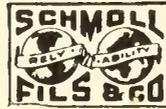
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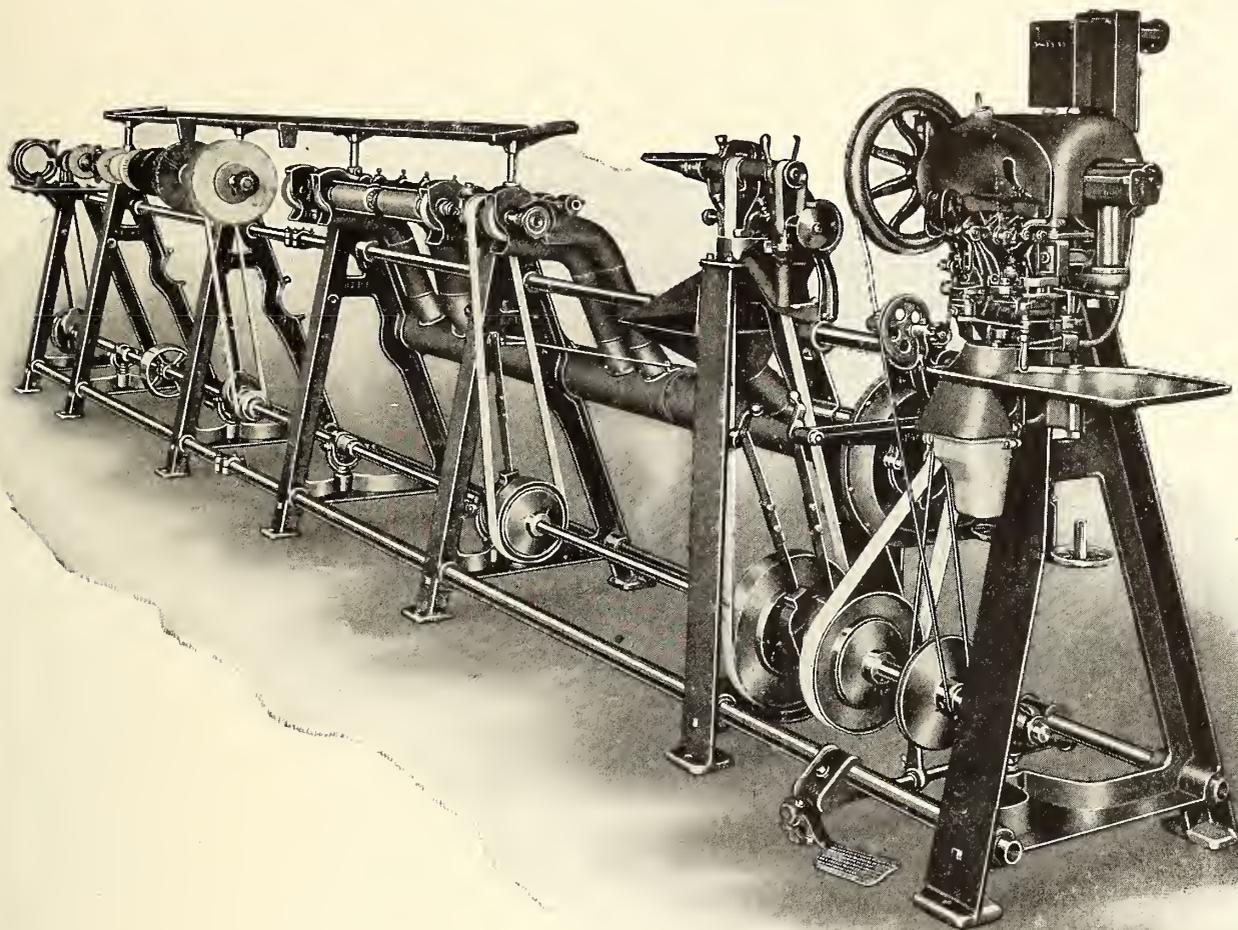
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*Illustrating the 22 ft. Goodyear Outfit showing Skate Sharpening Machine on separate leg—
—Produced in our Montreal Factory*

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It Inspires Confidence Attracts and Builds Permanent Business
Increases Production Earns Larger Profits
Built in a Size for Every Business—A Style for Every Need
Supplied on Easy Terms That You Can Afford
We can also Supply the Bradbury Patching Machine
Write for Illustrated Catalogue and Prices NOW

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for the Discriminating Woman



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Shoe and Leather Journal



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Tetrault Welts
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*Nuggets of
Shoe Value.
Gems of
Shoe Style.*

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Shoe Manufacturing Co., Limited
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Largest Manufacturers of Shoes in Canada

“GUTTA PERCHA” RUBBERS



AUTUMN RAINS will soon be here. Are you prepared for the regular Fall demand for “GuttaPercha” Rubbers? Have you the sizes and styles to fit all footwear?

This is the time to look over the stock and order what you need. It isn't practical to make up the shortage at the last minute. You will lose sales and disappoint customers. Have the goods when they are wanted.

Turn every inquiry into an order and keep your customers lined up, satisfied and contented--“Gutta Percha” Rubbers are the line for that and for insuring future sales.

“Quality all Through”
GUTTA PERCHA & RUBBER
LIMITED

Head Offices and Factories, Toronto

Branches from Coast to Coast

From Your Distributor or Our Nearest Branch



Introducing Tetrault Welts for Women

Tetrault Shoes assume a new role on Canada's Footwear Stage with the appearance this month of Tetrault Welts for Women.

The standards that have heretofore made Tetrault Shoes "The King Of Welts" will give to our new lines that inimitable character by which they too will win the right to rule in the trade as the "Queen Of Welts."

Their production will be carried on in a special department of our plant devoted to the making of women's shoes exclusively. Only the experienced workmanship and expert supervision of men carefully trained in this branch of shoemaking will be employed.

The following pages illustrate a few of our new models, and we would like to secure the judgment of the entire trade on our complete new line.



*"They're Tetrault's, Jack,
The same as Yours"*



No longer is that supreme satisfaction derived from Tetrault Shoes reserved for men alone.

Hereafter women, too, can share the pleasure of style and fit and all the advantages of wear and value which these shoes offer.

The woman of discernment who admires the smart and graceful in footwear and who demands these features at a moderate price will be a ready buyer of

T E T R A U L T W E L T S
 Tetrault Shoe Mfg. Co., Limited
 Montreal
 Largest Manufacturers of Shoes In Canada



"Thill" Last
"Pounette" Pattern

Those who make their first acquaintance of our new line through this attractive cross-strap model will immediately be enrolled in the ranks of the countless admirers of Tetraault Welts for Women.

It is a distinctive shoe for street wear, and the cut-out cross strap pattern and French binding give the dainty effect by which it sells on the appeal of style as well as on the strength of value. Made in all combinations.

Tetraault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



'Tixie' Last
'Oriole' Pattern

Grace and Goodness harmonize in the beautifully formed last and quality workmanship of this Oxford.

As a shoe that extends unusual practical utility to the wearer and lends charming distinctiveness to her costume, it will be welcomed as a most desirable addition to any lady's wardrobe. Shown in Brown Buck, Calf trim and tip. Made in all combinations.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*"Suzanne" Last
"Sylva" Pattern.*

The continued vogue of the Two Button One Strap Pattern is something that dealers can count on for the coming season, and this Tetrault creation is one that will be found to captivate all who are partial to this style. It is an attractive low heeled, square toe model. This last will most probably be our best seller. Shown in Brown Calf, Buck Trim. Made in all combinations.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*"Suzanne" Last
"Touraine" Pattern*

In originating a style shoe for Spring, Tetrault designers have here caught the elusive modish effect that Dame Fashion adores in her Spring Footwear. Featuring our distinctive Suzanne Last and an equally pleasing One Strap One Button Pattern, it precisely fills an urgent need with dealers for a shoe to stand out in their Spring Lines with unquestioned popularity. Particularly attractive as shown in Black and Brown Combination.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*"Montjoye" Last
"Piccadilly" Pattern*

Many are the women who like a shoe with a touch of the sturdy mannish effect in design, tempered with gracefulness, and to all such this Brogue Oxford will appeal with sales-compelling force.

It features our Flapper Tongue and is made up in our famous Piccadilly Pattern, which critics have pronounced supreme among Brogues. Made in heavy Calf, or Nubuck, in popular shades, also in black.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*"Sweet 16" Last
Circular Vamp Pattern*

The question of satisfying customers in a stylish correct fitting Girl's Shoe often brings considerable difficulty to the merchant, and we have devoted much care in specially designing this shoe to meet this demand.

The modelling of the last to conform to the natural shape of the foot has been accomplished without the loss of that graceful appearance which the 'teen girl desires, and the lines of the circular vamp pattern emphasize the effect of the true-to-nature fit and true-to-taste style.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



Gentlemen !

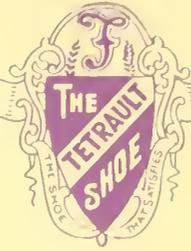
Recognizing in Tetrault Welts the shoe of their needs, the Men of Canada have, through years of patronage, made it the shoe of their choice.

Still Going Strong

To-day, as always, Tetrault Welts stand highest in the estimation of particular men, because, as always, they represent the highest standard of sterling worth in shoe-making and in popular style.

The following illustrated samples and the many others in our extensive line will convince you that we are showing the very newest and most saleable ideas in lasts and patterns, and are offering values that even strengthen our reputation for quality shoes at the utmost of reasonably moderate prices.





*"Nero" Last
"Coue" Pattern*

Tetrault's Nero Last enjoys a popularity to be envied, and to be taken advantage of by dealers who want to control the Men's trade in largest possible volume. When produced in an Oxford as here shown in conjunction with our distinctive Coue pattern it sets a style vogue that the dressy man will readily adopt. True to the doctrine of its namesake our "Coue" model will make your sales in Men's Lines "get better and better."

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



"Montmartre" Last
"Novarro" Pattern

Men who are on the lookout for the newest thing in footwear will be eager to be among the first to introduce this exclusive and snappy Mexican model in Oxfords. Its up-to-the-minute features display nothing of the freakish but accord with the correct dress ideas of the well groomed man. It is a new shoe that will go strong on the appeal of character.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*'Scottie' Last
'Piccadilly' Pattern*

Style from tip to heel and sturdy quality through and through — such is the superior merit of this Tetrault Brogue Oxford. It is distinctly English in character, a type with the uniform steady demand that makes it staple. It is made on our new "Scottie" Last bought specially for that purpose and our "Piccadilly" pattern makes it real "broguey."

Brogue wearers will take an infinite amount of pleasure and satisfaction from this shoe.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*"St. Andrews"
"Harrington" Pattern*

The many golfers who wear St. Andrews Golf Shoe, Reg., are conscious of getting extra comfort and better wear, as well as actual assistance in playing the game—qualities that only the special construction and improved features of this shoe can produce.

PATENTED RUBBER STUDS—LIGHT, STRONG, VISCOLIZED, WATER RESISTING OUTSOLE—"SANI-PORE" INSOLE, are exclusive features that mean maximum satisfaction.

Reserve your orders for this famous golf shoe. Last year you may have bought other lines. For the coming season be sure you have "St. Andrews"—recognized as the last word in golf shoes, with its exclusive features protected by patent.

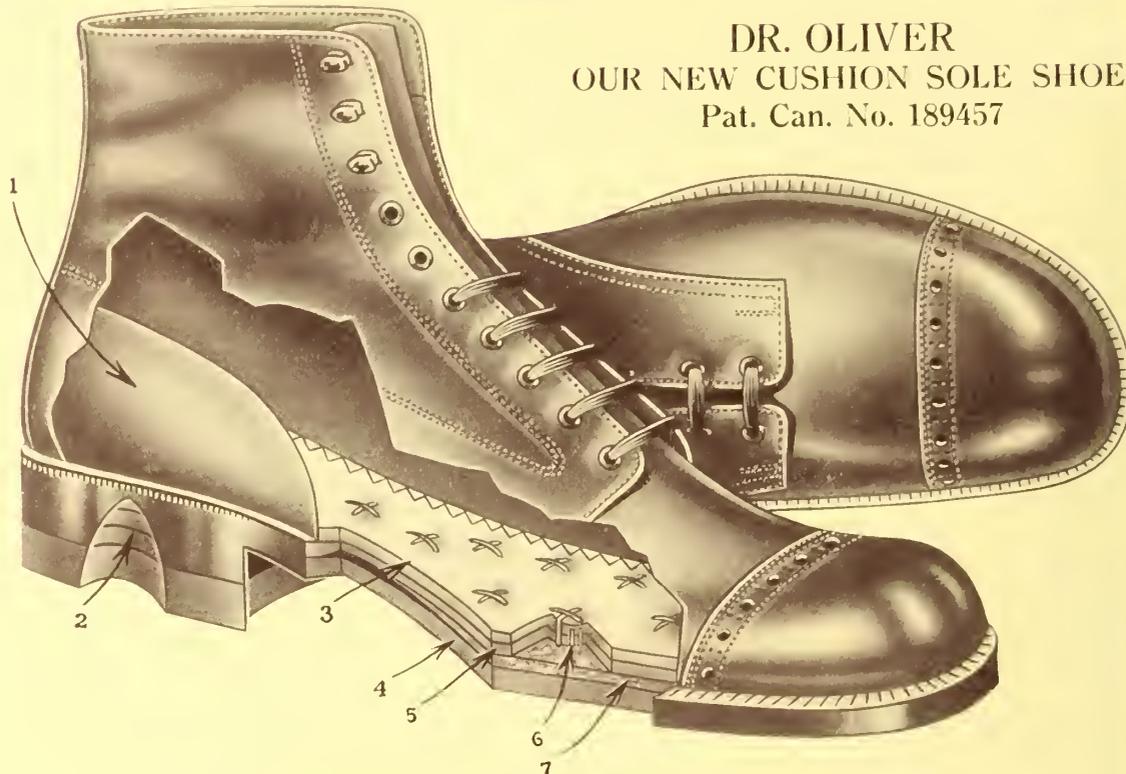
Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



DR. OLIVER
OUR NEW CUSHION SOLE SHOE
Pat. Can. No. 189457



“IT CARPETS THE WAY WITH CUSHIONS”

In the “Dr. Oliver” Shoe we have originated what both trade and public declare to be the ideal Comfort Shoe. Note the ingenious construction and quality workmanship.

1. Solid Oak Tanned Counter.
2. Solid Oak Tanned Heel, $\frac{1}{2}$ Rubber Top Lift.
3. Soft Quilted Wool Insole.
4. Solid Oak Tanned Outer Sole.
5. Cork Insole.
6. Stitched through innersole and fastened underneath.
7. Damp proof cork filling.

The patented non-slip cushion insole, permanently soft and resilient is a feature only obtainable in this shoe. Every stock should include this Tetraault Specialty.

Tetraault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



"Nero" Last
"Main Street" Pattern

A Boy's shoe that appeals to boyish pride and satisfies parents' demands. It is made for the purpose of dressiness as well as for wear, and will be bought by parents for the boy at that stage when habits of care as to personal appearance must be impressed.

Many dealers neglect to develop boys' trade to the fullest extent. A dressy boy's shoe is an essential in every dealer's stock and Tetrault's "Main Street" will score such a hit with the boys that your sales and prestige will both greatly benefit.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



*The time—
the demand—
and the Shoe—
—have met*

We believe that every dealer who carefully considers shoe trade conditions and then looks through the complete Tetrault Line must realize that it is **THE** line for the time and its demands.

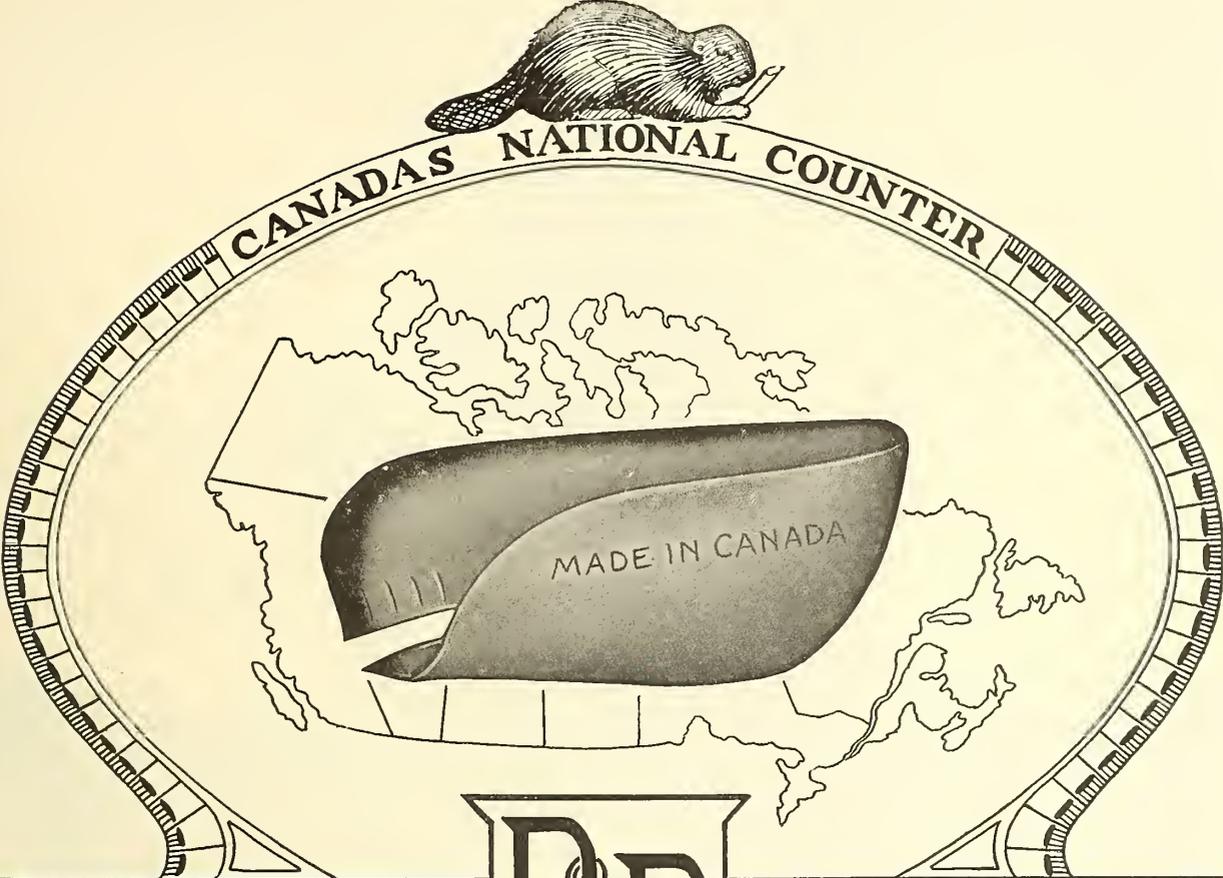
A good shoe at a moderate price is the needed shoe to-day. To the production of such a shoe the resources, skill and equipment of the vast Tetrault Organization is devoted with such success that Tetrault Shoes are ever widening their popularity and ever strengthening their hold upon the trade.

Leading wholesalers are showing the new Tetrault Samples for Men and Women for Fall. See them before buying your new lines.

Tetrault Shoe Mfg. Co., Limited

Montreal

Largest Manufacturers of Shoes in Canada



CANADA'S NATIONAL COUNTER

MADE IN CANADA

D & P

Indispensable In Women's Shoemaking

To-day women put shoes of the most dainty style to the most strenuous wear. This requires a counter of unusual strength, combined with lightness and flexibility, and in these three factors lie the unsurpassed merit of D. & P. UNION THREE PIECE COUNTERS. No counter is so perfectly adapted to the present day needs of makers of women's shoes.

D. & P. FIBRE COUNTERS have been the standby of manufacturers for fifty years. Varying only in the kind of fibre, the different grades are all of faultless workmanship, and each fill a particular need from fine to staple shoes.

WHEN ORDERING COUNTERS MAKE D. & P. QUALITY
YOUR TEST OF COMPARISON

DUCLOS & PAYAN

Tanneries and Factory: St. Hyacinthe	Sales Office and Warehouse: 224 Lemoine Street MONTREAL
---	---

REPRESENTATIVES

For Ontario:—Ed. R. Lewis Leather Co.
For Quebec City:—Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



Better Business

One of the surest means of building up profitable business is to carry lines that appeal at once to the eye, the foot and the pocket.

Davis Calf

Has that combination of shoe making excellence, appearance, mellowness, and dependability that makes it alike profitable to maker, seller and wearer.

Davis Colored Calf

In fashionable shades of brown and red.

Black Dominion Calf

Soft to the touch, Brilliant in finish, Durable in quality.

Davis Boarded Veals

The very thing for Popular priced fall shoes.

A Leather for Every Shoe

Men's and Women's Shoes in DAVIS CALF will make the best displays for NATIONAL SHOE WEEK

**DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONTARIO
CANADA.**



With Spaulding's Fibre Counters in your shoes you can be sure that they will retain a trim, perfect shaped back that will reflect credit on your line and result in greater all-around buying appeal.

We make our own fibre

J. SPAULDING & SONS CO., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

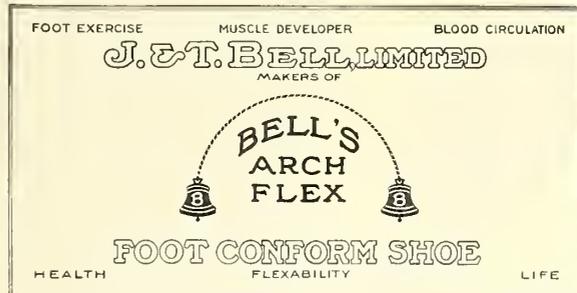
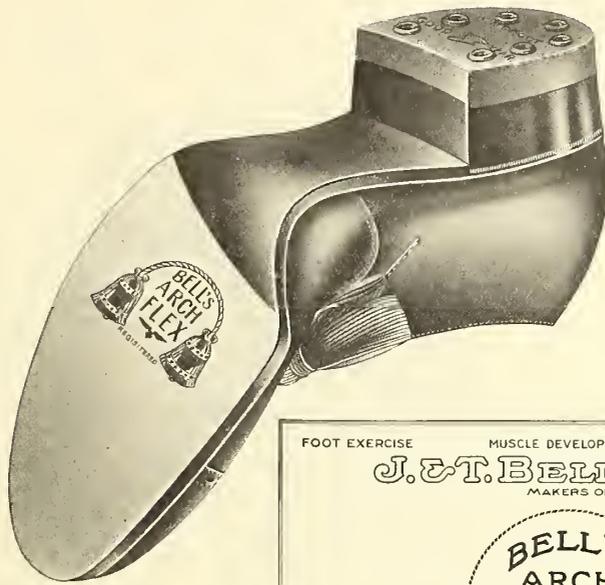
CHICAGO
J.E.D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES

Tonawanda, N. Y. Rochester, N. H.
No. Rochester, N.H. Milton, N.H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co., Ltd.
Leicester, England

Canadian Agents: International Supply Co., Kitchener, Ontario, and Quebec City
V. Champigny, Montreal.



Perfected

Bell's "Arch Flex" is not just an ordinary flexible arch shoe. It possesses all the features commonly found in shoes of this type, plus improved design and workmanship and a specially constructed insole.

The muscles of the foot have complete freedom of movement,—the arch has constant natural support,—relieving the strain in carrying the weight of the body and assuring permanent comfort and ease in walking.

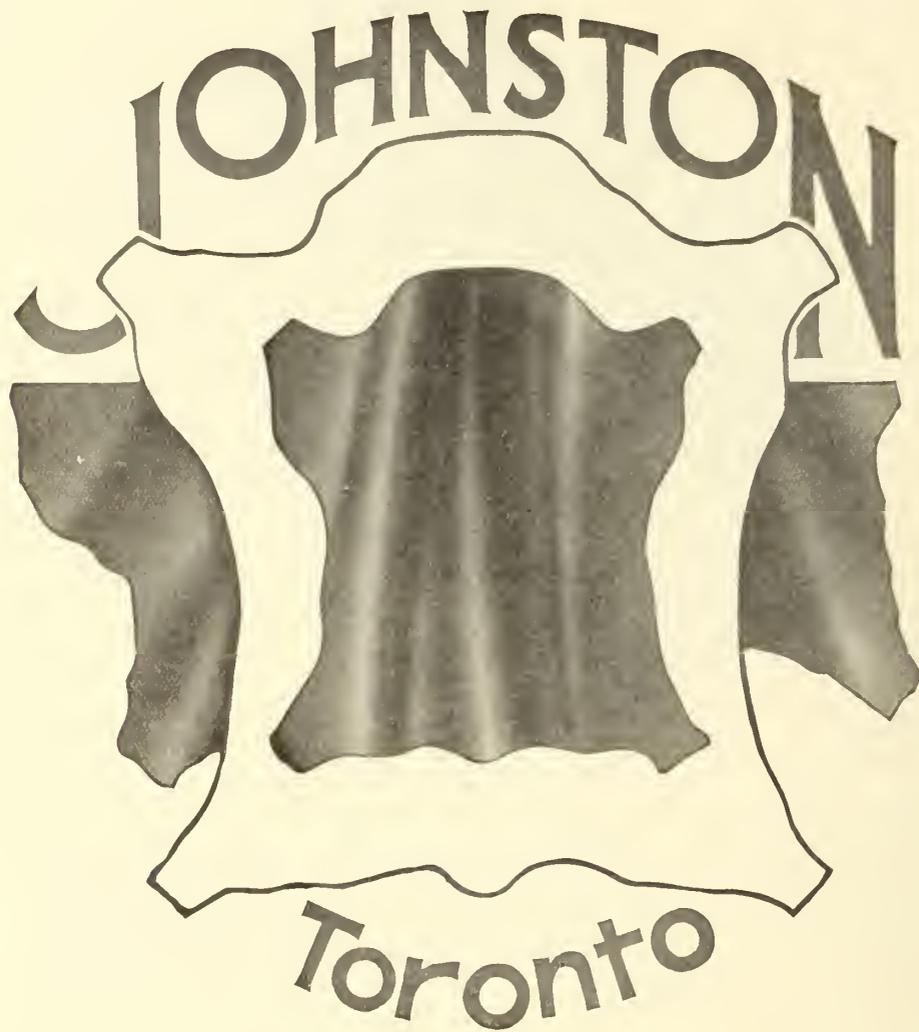
Only in this Bell specialty do you find the flexible arch idea in its most practical form. Use it as a strong selling feature now.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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

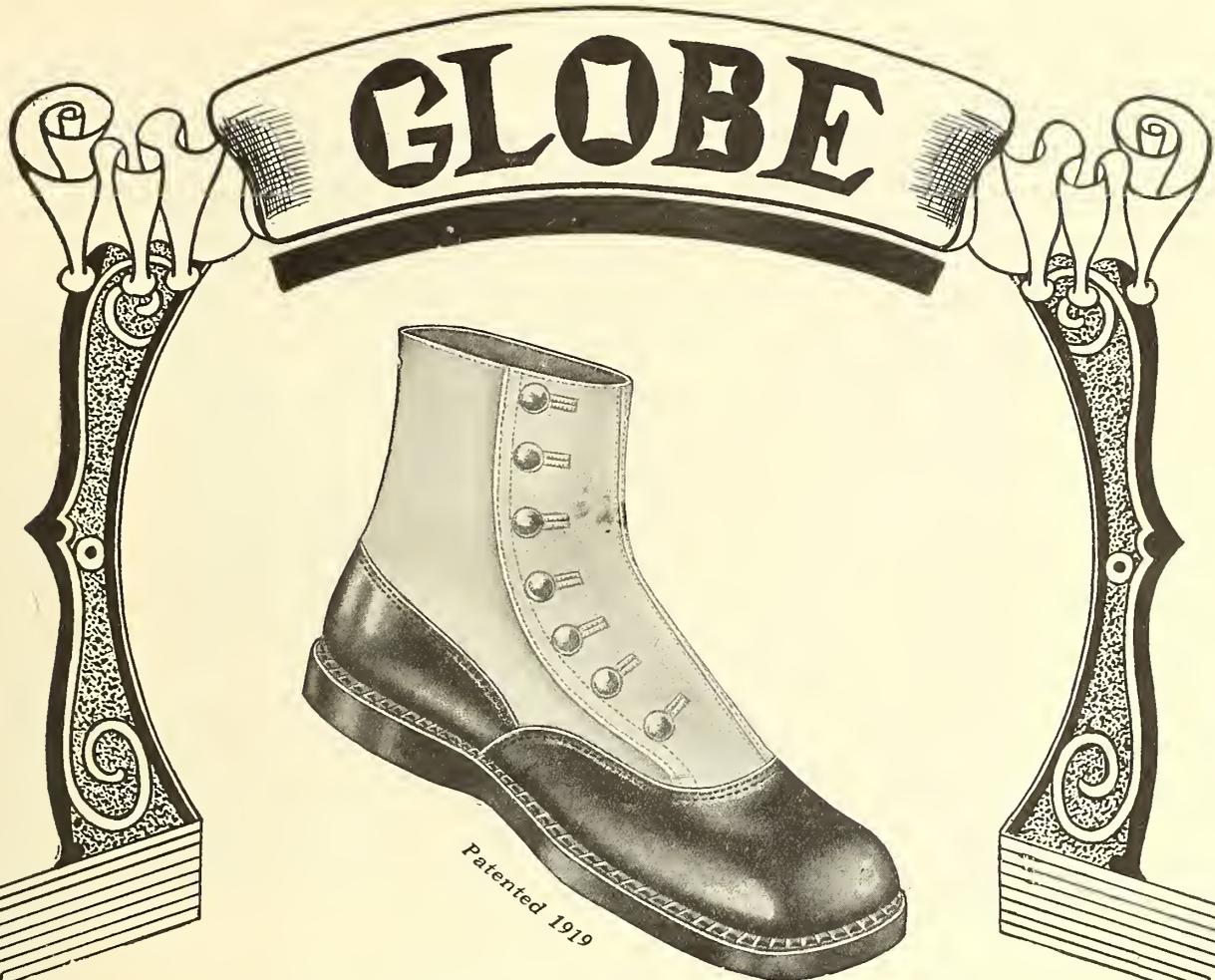


CALF AND SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO, CANADA



*It Is More Than An Ordinary Children's Shoe
If It Is A Globe*

It is a perfectly designed, scientifically constructed shoe, that protects the growing foot, preserves its natural shape, allows its muscles to develop healthfully, and gives utmost satisfaction in comfort, appearance and wear.

Order your Globe "Pillow Welt" and "Baby Pillow Welt" Shoes needed for Fall trade now. A salesman will call whenever requested, and offer you the very best values.

*They are the only genuine Goodyear Welt
Shoe made with a Pillow Welt Insole.*

Carried in stock by A. Lambert, Inc., Montreal.

GLOBE SHOE, LIMITED

TERREBONNE
Montreal Office---11 St. James St.

QUE.
Representative---J. A. BLUTEAU

THE FOOT ARISTOCRATIC



Shoes of VICI kid are consistently the shoes of fashion

For over thirty years shoes of VICI kid have been recognized as fashion's standard in high quality, in popular designs, in stylish colors and in elegance of finish.

Shoes of VICI kid *sell* because of their reputation for maintaining all these standards of shoe perfection.

As each design of shoes of VICI kid has a definite fashion appeal, a full and representative line is a wise investment for any retailer.

No other leather combines *all* the advantages of VICI kid.

ROBERT H. FOERDERER, Inc.
Philadelphia

Selling Agencies in all parts of the world



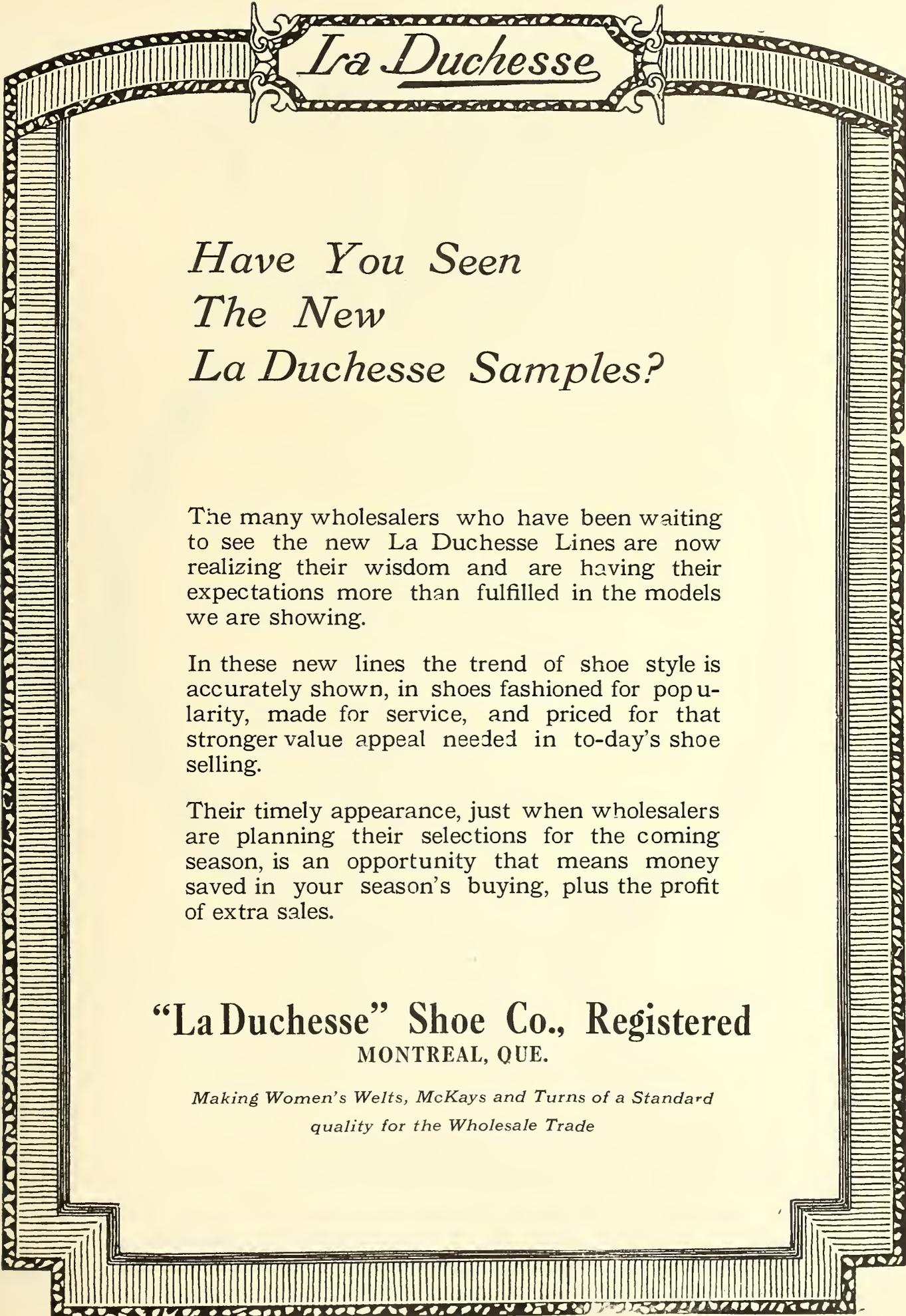
This is the
trademark of
VICI kid

VICI kid

(Reg. U.S. Pat. Off.)

THERE IS ONLY ONE VICI KID - - - THERE NEVER HAS BEEN ANY OTHER

Mention "Shoe and Leather Journal" when writing an advertiser



La Duchesse

Have You Seen The New La Duchesse Samples?

The many wholesalers who have been waiting to see the new La Duchesse Lines are now realizing their wisdom and are having their expectations more than fulfilled in the models we are showing.

In these new lines the trend of shoe style is accurately shown, in shoes fashioned for popularity, made for service, and priced for that stronger value appeal needed in to-day's shoe selling.

Their timely appearance, just when wholesalers are planning their selections for the coming season, is an opportunity that means money saved in your season's buying, plus the profit of extra sales.

“La Duchesse” Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*

BULLDOG SOLE LEATHER

The tread of countless feet, throughout Canada, marks the forward progress of BULLDOG SOLE LEATHER, becoming more and more the accepted choice of the public, day by day.

Every 24-hour span accordingly, means unrestricted opportunity for manufacturer, retailer, repairer. Make the business building possibilities of BULLDOG SOLE LEATHER work for YOU—a sure source of fast turnover and additional profit.



*"Twice the wear
in every Pair"*

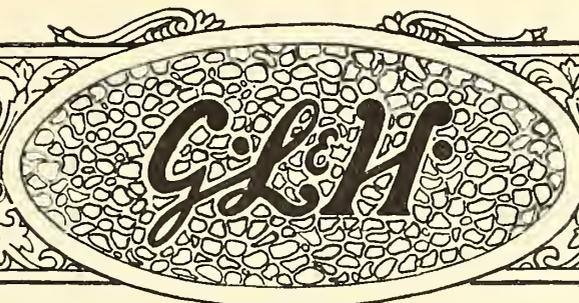
*Advertised from
Coast-to-Coast*

Toughest Leather Ever Tanned

TANNED ONLY BY
BEARDMORE & CO.
*Tanners Since
1844*

Toronto — Montreal — Quebec — Acton

Mention "Shoe and Leather Journal" when writing an advertiser



**New Lines
New Lasts
New Features**

in G. L. & H. samples for 1924

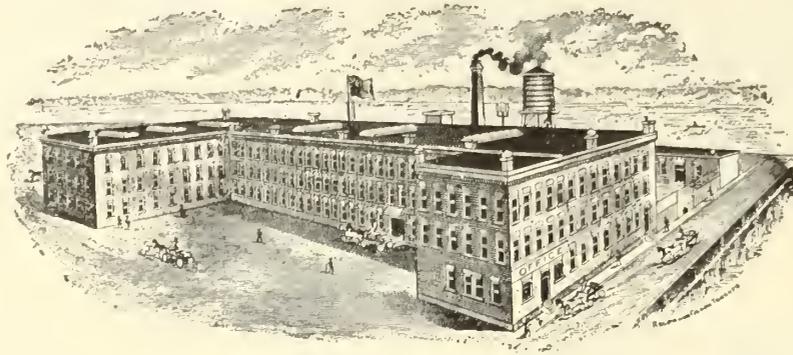
What shoe styles will the choice of Fashion make popular this coming Season? That is the question wholesale buyers want answered authoritatively and correctly, NOW.

Those who have looked through our new showing feel that they have had this all-important question settled completely and satisfactorily. And they have found a range of moderate prices wholly unexpected in such style-leading, well made shoes. They are values that mean a sure paying investment for any wholesale house.

See These Complete Lines Early

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL



Making Shoes That Build Confidence

The reliable character built into Yamaska Brand Shoes is an all-important factor in shoe selling to-day. It means shoes that admit no superiors in value, and it means standards of workmanship that make customer-confidence one of the dealers most valuable assets.



The Fall buyer can invest in no stock that will yield quite as good results as Yamaska Brand Shoes. The values are the money-making buy of the season.

LEADING YAMASKA LINES
READY FOR IMMEDIATE SHIP-
MENT FROM OUR NEW IN-
STOCK DEPARTMENT.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.

DAVIS BUCK SIDES

Have Proved Their Worth

We Make Them In

WHITE GREY BEIGE BROWN LOG CABIN

If You Have Not Received Our Color Card,
Write Us To-day

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

SELLING AGENTS

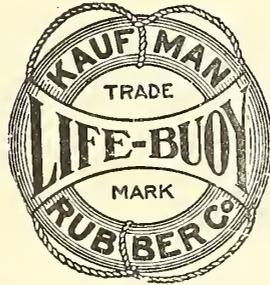
PERCY J. MILBURN
252 Notre Dame St., W.,
Montreal

RICHARD FRERES
553 St. Valier St.,
Quebec



Rubber Soled Canvas Footwear

FOR 1924



A "Life-Buoy" Brand on the Rubbers and Canvas Footwear you handle is an assurance of Proper Design, Fit and Maximum Wearing Quality--Giving 100% honest wearing service in return for the outlay.

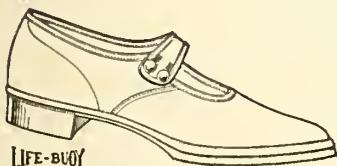
The Public is critical in regard to returns for money expended and the "Life-Buoy" line of footwear will gain and hold its confidence through its honest value-for-value reputation.

**SEE OUR SAMPLES AND BUY "LIFE-BUOYS"
FOR NEXT SUMMER**

*Our Salesman will show you the new Range during
September. Wait for him.*

THE KAUFMAN RUBBER CO., LIMITED
KITCHENER **ONTARIO**

Vancouver, Lethbridge, Edmonton, Regina, Saskatoon
Winnipeg, London, Toronto, Ottawa, Montreal
St. John, Truro, Charlottetown



LIFE-BUOY

Mention "Shoe and Leather Journal" when writing an advertiser



*To make sales to-day
and still get your full
profit, you need*

Dominion McKays

Growing Girls
Misses

Children
Infants

Boys
Youths & Gents

*The opportunity of the Season for Fall
Buyers is offered in our special lines,
ready for*

IMMEDIATE SHIPMENT

DOMINION

Shoe, Limited

2298-2302 Chabot St.

Montreal

To Visit Our Plant Take Papineau Avenue Street Car Going North And Get Off At Bellechasse Street



*“And the ‘Hotel Cleveland’
is my home when my trip
brings me to Cleveland!”*

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!

Hotel Cleveland
CLEVELAND, OHIO.





Black Beauty

Chrome Patent Sides

Patent Leather is worn by those particular people who demand the best that manufacturers can create, and money can buy—specify Black Beauty.

**The Robson Leather Company
Limited
Oshawa, Canada**

Here To Stay!!!

Du-Flex La-Tex

The Practical Pure Rubber Sport Sole

Also

Much Favored for Street Wear



**Other CREPE SOLES FAIL
Where DU-FLEX SUCCEED**

Because

DU-FLEX LA-TEX is made in **Two Units**, an Outer unit of **LA-TEX** (Pure Crepe Rubber) and an Under unit of **SPECIAL OAK FIBRE**, Coated with the Same Pure Rubber.

This Undersole is ready to be stitched to the welt, after which the Outersole is cemented to this Fibre Coated Undersole.

By the use of this Fibre Sole **ONLY**, can the Breaking at the Toes and Sides be obviated.

These are made with Spring Heel attached, as shown in illustration, or with the Square Breast heel of same material, attached the usual way.

Avon Sole Company

Avon, Massachusetts

The Dancing Season is Here!



Bought by the *Particular Trade*

You will soon have a demand from smart dressers for a dancing shoe that meets the most particular requirements. With the style and shoemaking characteristics of all Marsh shoes, the dancing pump shown above will hold and build your trade amongst the social set. Made on a pump last, with flexible insole, light welt and outsole, and bevel edge, it is the shoe that you have been seeking to round out your winter stock.

THE W^M A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

SOLD BY ALL LEADING JOBBERS FOR THEIR BEST GRADE SHOE

ROOM N

PERMANENT SAMPLE ROOM

QUEEN'S HOTEL

TORONTO



In-Stock September, 15th.



This Sturdy Brogue Oxford

is built on our "Hy Gear" Last in Brown Presto Calf

SLIP SOLE
No. 3309

RUBBER HEEL
Code "Omen"

Carried "In-Stock"

in 30 pair lots, sizes 6 to 10

The John Ritchie Co., Limited
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

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

Everybody Push!

WE are facing what ought to be and may be the best season the shoe trade has known in two years. The public has held back in its shoe purchases possibly in expectation that prices would drop and is now pretty well convinced that there is absolutely no hope in this direction.

In the meantime, shoes have been steadily and surely wearing out and Canada is a place where people cannot well go barefoot if they would. Supplies are low with consumers, and are on a most conservative basis with retailers. In fact a real active demand for shoes would find shoe dealers in rather an unfortunate predicament, for everybody seems to have been running on a hand-to-mouth basis for the past eighteen months.

In any case, shoes for fall and winter wear will be needed more than they have been for some time past, and the first little breath of autumn weather will bring out this fact most forcibly. We have all, more or less, that unfortunate faculty of putting things off till the last moment, and seeing the opportunity when it has passed.

The policy of the retailer right now should be to remind the public that the best and most satisfactory time to buy shoes is when a proper selection can be made. Advertising should be undertaken to this end, and, for the next two months, a definite and persistent effort made to keep shoes before the public in such a way that needs in this line will be squarely faced.

SHOE WEEK was conceived to give aggressive fall selling a fair start and is meant to be but the beginning of a real campaign in shoe merchandising. Manufacturers, wholesalers and travellers should co-operate to the limit in getting the campaign under way, and putting all their enthusiasm behind it.

If you are one of those who are inclined to say "what is the use?" you deserve the "boneyard" which is the destination of those still in the trade who do not make up their minds to get out and "dig" for business.

In the Market Place

General Business Conditions. Shoe and Leather Business Recuperating. Western Outlook More Favorable.

General Conditions

AUGUST is always taken for granted as the weakest in the twelve months. February excepted, and this year affords no exception to the rule. Nevertheless there is a much more cheerful feeling abroad than there was a month ago and both wholesalers and retailers seem to be looking forward to better things.

In the West, while the crop may not be as large as was anticipated, prices are a little better than they were a year ago. The better feeling in that part of Canada is reflected in the improvement in buying during the past month. Travellers report a decidedly different attitude on the part of buyers, both wholesale and retail and payments are somewhat improved. There is also a healthy conservatism that is bound to tell in the long run on business.

In Ontario business has picked up and farmers have been more inclined to buy. Business in staple lines, such as woollens and cottons has been slow, but in groceries and general supplies there has been a better movement. Fall fairs have started and this has helped to get the rural population in the humour of spending. In general the crop reports are favourable and, notwithstanding the drought in some localities, the average income of the agricultural community will be rather above the average.

Quebec reports show up favourably and the general hopefulness is evidenced by improvement in a number of lines of trade. Owing to the good hay crop the agricultural part of the population is pretty well situated, and dairying interests have done well. Manufacturing is a little slow in some lines but business is gradually forging ahead. Everybody seems to be looking forward to considerable improvement as soon as the population settles down to fall business.

The maritime provinces have been held back by the severe winter and delayed summer but are gradually catching up. Summer business has been fairly good and merchants have been steadily reducing their stocks. It is expected that September and October will see business more normal and already there are evidences of a quickening in staple lines. Agricultural returns are not going to be all they might and low prices have militated against the prosperity of the fisheries. In the coal districts the strike has told against business development but merchants seem to be holding their own very well.

The Shoe Trade

It is difficult to say much with regard to shoe conditions further than state that the feeling is much more hopeful than it was a month ago. Shoe manufacturers have not been busy but enough orders have come straggling in to evidence the fact that as soon as the retailer is at all sure of his ground he will begin to buy. Retailers have been so busy endeavouring to clear out summer stocks that they have not given much thought to new goods. Moreover it has been "off season" for travellers who have for the most part spent the month at home or on

vacation. The new samples have been ready for some time and some are on the road. The display at the Canadian National Exposition was pronounced by those who saw it the "best yet" and manufacturers themselves say that they have never seen the amount of interest manifested there was this year at Toronto. The number of retailers visiting the show was a pleasing feature and quite a few orders were taken. Trade in general has been slowly picking up. Jobbers report sorting trade as fairly good for this time of year and manufacturers say that interest in spring goods has developed during the past couple of weeks owing to the summer season being over and dealers looking forward to fall business. Quite a few orders have been placed for spring but retailers feel uncertain as to style trend and are waiting for fall business to reveal what the development is likely to be.

The Retail Shoe Trade

It has been more difficult this year to clean up on purely summer lines, especially in white goods which during August have sold slowly owing to the cool weather prevailing in most parts but principally to the fact that the demand this summer, in women's shoes particularly, was more varied. Women went in for light shoes of various styles, especially fancy turns and many of the shoes bought for early summer were worn clean through the season. Everybody had apparently banked on a big white season and made a bad guess. Then, too, clearance sales started earlier this year and people became so used to them, being at almost every corner as early as June, that it has been difficult to interest anybody in cut prices. In most cases, however, retail stocks have been fairly well cleaned up, although undoubtedly a good many summer shoes will have to be carried over. Retailers are expecting a change for the better with the return of people to the normal life and the opening of the schools. The feeling prevails that the public needs shoes and will be in the market this fall as soon as their needs are forced home upon them. That they have the money to spend is abundantly evidenced by their expenditure in other directions. The record attendance at the Toronto fair shows that the means to purchase necessaries are not lacking.

The Leather Trade

Business has been slowly picking up in upper as well as sole leather, or at least tanners all speak more reassuringly as to the situation. Of course shoe manufacturers are not in the market yet for regular requirements but there is enough doing to give the impression that conditions are on the mend. Prices remain fairly steady, especially in prime tannages of fine stock but there has been some shading of prices to close out small accumulations of staple upper leather. Tanners say that they are down to "bed rock" and any further concessions made mean a dead loss. They are working cautiously and are barely keeping the wheels moving, which means that any acceleration of demand will mean inevitably a stronger market. It is expected that by the end of September business will take on its normal tenor and that the entire shoe and leather trade will find conditions much improved. Export trade in both sole and upper continues fairly good although prices are not very remunerative. Side leather promises a little more activity for fall than for some time past and calf is improving slowly.

Stray Shots from Solomon

EATING GRAVEL

There are lots of men who have rolled sin "as a sweet morsel under their tongues" who are to-day gritting their teeth upon the results of their crookedness and wrong doing. The wise man says, "Bread of deceit is sweet to a man, but afterwards his mouth shall be filled with gravel." The secret morsel may seem dainty and tasty now, but as sure as death gravel eating will come. There is a fellow that used to drive down town to business with his coachman and trap. Everything was in its heyday and the abundance of money provided its possessor with sufficient for the free indulgence in secret evil. He was the constant guest of the "strange woman" and basked in the rays of an artificial light that he thought could not penetrate to the outer world. To-day there is neither coachman nor gilded boudoir, but penury, wretchedness, and the contumely and scorn that follow the scoundrel found out. Gravel time has come. There are men reading this paragraph who have already had their mouthful of gravel, there are some with whom the experience is still to come. Emerson says, "Truth is the summit of being." A fellow may have a big time in a life of deception for a while, but the Nemesis of retribution unflinching follows.

* * *

LYING OR POVERTY

There are few people, apparently, who believe the statement that "a poor man is better than a liar," or there would not be so many rich crooks. There are lots of men whose fortunes are founded on falsehood and whose whole business and social life is a tissue of falsehood. They lie when they buy, they lie when they sell, and lie all the way between. They think it is smart to secure an extra five per cent. by representing the goods they purchased are not up to sample. They call it good business when they browbeat a house into extending the time of their payments. They claim it is "push" when they make statements in their advertisements that are as far from the facts as the earth is from the fixed stars. Fortunes built with such foundations may well cause their possessors uneasiness. The man who can look his fellow in the face may be poor, but he is a nobleman beside whom all the shrivel-souled scoundrels that can be piled up between earth and heaven. When a man gets the idea that riches are better than honor, he is not far from the bottomless pit. It will not be long before he will divide honors with the safe cracker and hold up thug. "Better is a little with righteousness than great revenues without right."

EYES FRONT

Don't go around with your head hanging like a bulrush or your eyes down as though you were ashamed of being around. While the saying that the world owes every man a living is nonsense, there is no excuse for the fellow who takes the other extreme and goes about as though he were apologizing for being alive. There are some people who are like the cur with his tail between his legs, invite a kick, and a fellow feels condemned if he disappoints them. The man who holds up his head in the consciousness of his manhood and looks his fellow in the face with the knowledge that he has nothing to fear from scrutiny, is one who can call the earth his. In nine cases out of ten the man who can't look you straight in the face is crooked. His shortcomings may never take the form of open dishonesty, but there is a secret mud puddle somewhere that is reflected in his eyes. There are few men who can brazen out sin—even secret sin. Any man with fair judgment can pick out of the passing crowd the sneak, the rogue, or the libertine. Their eyes speak. "Let thine eyes look right on and let thine eyelids look straight before thee."

* * * *

THE STORE OF THE SLOTHFUL

"I went by the store of the slothful and the shop of the man void of understanding; and lo, it was covered over with dust, and litter had covered the face thereof and the fixtures thereof were out of repair. Then I saw and considered it well: I looked upon it and received instruction. Yet a little sleep, a little slumber, a little folding of the hands to sleep; so shall thy poverty come as one that travelleth; and thy want as an armed man." Prov. xxiv., 30-34. The above is the revised translation according to the Business Man's Bible, and our mercantile friends will do well to take down the old book and mark the changes in the text. One would think the writer had visited some of the retail stores of this generation instead of it being nearly 4,000 years ago. The picture is as perfect of the premises of the laggard as though it were painted but yesterday. What many merchants to-day are suffering from as well as those of Solomon's times, are good beds. A laggard drawled out the other day, "This getting out on the cold floor in the morning and working between meals is what kills a fellow." We heard of a genius who recently invented a piece of mechanism which he attached to a clock and which at a certain hour in the morning pulled the covers off his bed and rolled him out on the floor. It worked first-rate for a morning or two, but he soon learned to crawl into bed and pull the clothes over him after the machine had done its work. Laziness is a dreadful thing. I'd rather have the smallpox than chronic tiredness.

Making Shoe Week A Success

Retail dealers getting behind Proposition—Outlook Encouraging

WHEN the question of a National Shoe Week was first brought up, there seemed no logical reason why every shoe dealer in the country should not be enthusiastic about it. The field was sounded out sufficiently to indicate that this would be the case. But until a definite start was made, it was of course impossible to be sure how they would re-act to it.

The officers of the National Shoe Retailers' Association saw such merit in the plan that they unhesitatingly took it up and undertook to organize the country. Letters from the president, Mr. Howard C. Blachford, were sent out to every member of the Association, and special letters were sent out to about one hundred and fifty dealers from the Atlantic to the Pacific, requesting them to act as convenors or committees to organize the various centres for co-operative action.

Already Mr. Blachford has received many replies from the convenors, and the degree of interest and enthusiasm shown would indicate that without a doubt, Canada's First National Shoe Week will be a success if the dealers' efforts can make it so.

A Case of Co-operation.

On other occasions the various branches of the shoe and leather trades of Canada have joined forces with successful results. This is the first occasion, however, on which an effort has been made to get not only the co-operation of individuals, but of communities throughout the whole Dominion. The retail shoe trade of the country have a chance to show the public as well as the other branches of the trade that they are on their toes and mean business. Manufacturers, wholesalers and leather men have done what they could, that is, to put certain funds at the disposal of the trade to provide dealers with cards and literature. But it is the retailer who comes in contact with the public. On him alone depends the success of National Shoe Week.

Heretofore the methods of moving shoes have consisted largely in a series of "sales", at prices which were of benefit to no one in the trade, and of doubtful value, in many cases, to the buying public. So fed up have the public become with regard to sales of all kinds that the too familiar banner across the store front means nothing to them. They have either come to regard it as just another attempt to pry some money out of their purses, or to believe that sale prices are regular values and retailers have adopted this method of lowering prices from profiteering altitudes.

The result, in either case, has been to lower the prestige of retail merchants of all types.

Men who are in the shoe business know that under present conditions price levels cannot be lowered materially. It therefore becomes necessary to educate the public to the purchase of good shoes at fair prices. The trade cannot exist on "sales", and manufacturers cannot stop the gap indefinitely with money received from sales of job lots or floor goods. A stable basis of trade and prices must be attained

from tanner right through to retailer, if actual disaster is to be avoided.

If a movement such as National Shoe Week can start progress in this direction, all the time and money spent on it will have been well worth while.

It must again be emphasized, however, that the dealer who makes of National Shoe Week, another occasion for a slaughter of stocks, is doing inestimable harm not only to himself, but to the whole industry. Here is a chance to talk real merchandise at fair prices. Let's not throw it away.

The Program

This is our last opportunity to review the program and possibilities involved in time to make or revise our plans for the week of September 17th. On another page of this issue there are reproduced the helps provided by the manufacturers' fund. In the first place, every centre with a population of three or four thousand or more, has been given a suggestion to organize for co-operative work in the community. In some towns one man was asked to act as "convenor", in others larger committees were named. Replies have been received from many of these men, and it is to be hoped that every one of those named will see the service he can perform and will take hold. The organization of communities forms one of the strongest links in the chain. No dealer in the country has any right to say that he will not co-operate in a movement the sole object of which is to benefit the industry from which he gets his living. He may have grievances against individual dealers, wholesalers or manufacturers, but his own interests demand that these feelings be forgotten, if only temporarily. Retailers who hear from the convenor of their district are asked to throw themselves into the plan, and put it across in their own town.

What is called in advertising parlance a "Broadside," has been mailed to every shoe dealer in Canada, whose name and address was available. Convenors were asked to send lists of dealers to Mr. Howard Blachford, and in that way some additional names may be obtained. If any dealer has not received this, or knows of someone who has not, he should forward the name to Mr. Blachford, in order that no one may be overlooked.

In the course of a few days from the time when this is written every dealer in the country will be sent a parcel containing posters for his windows. These have been made large enough to attract notice, but not so large as to give the impression of a cheap sale. They should be displayed in or on the windows, not inside the store, as their purpose is to draw the interest of those passing the store. In the same parcels will be four attractive window cards, with drawings in two colors, and neatly lettered with catchy phrases. They should be a suitable decoration for any shoe window in the country, and will fit in with a special "Shoe Week" window.

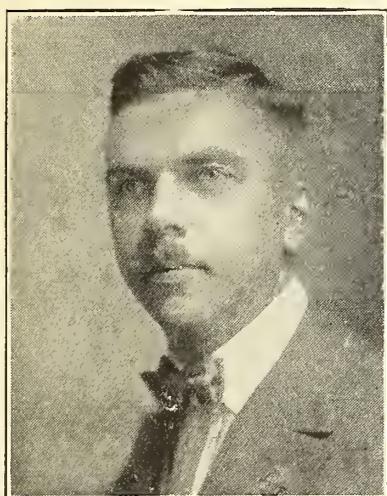
Further, in the same parcel will be included some leaflets, necessarily limited in number, which may be given to customers or sent out with parcels prior to or during Shoe Week.

The daily and weekly newspapers of the country have been provided with editorial matter dealing with shoes from the standpoint of the consumer. The material was such as would appeal to them as of interest to their readers and is similar to that reproduced on another page of this issue. If your newspaper has not already used it, get in touch

with the editor and see that some of it is used for a week or so previous to September 17th. Its purpose is to get the readers thinking about shoes in a definite fashion.

The Retailer and Shoe Week

The individual retailer has at his command a number of methods for boosting business before and during National Shoe Week. First, he must be enthusiastic himself. Second, if he has assistants or salespeople, the idea should be explained and "sold" to them. In their contacts with the public they can preach the gospel of good shoes at fair prices. His store and windows give him advertising space which he is paying for and may as well use, irrespective of the fact that they are the most valuable advertising media he has. If he uses newspaper space, handbills, or circular letters, they can be wholly or partially devoted to telling the story of Shoe Week for a week or so ahead of it, and particularly during that week. His whole efforts should be aimed at letting his customers or possible customers know about "Shoe Week", and getting them to think about shoes. After that, he should be able to sell a certain proportion of them at least.



Mr. Howard C. Blachford, who as president of the N.S.R.A., has thrown himself very successfully into the Shoe Week Campaign.

Where the dealer has one or two neighbours or competitors, the value of each individual display or advertising effort is increased by the fact that two or three of them are following similar lines. The cumulative effect is the same as that of repetition—the keystone of advertising. He may help his neighbour sell shoes—but his neighbour is also helping him.

In centres that have four or five to several dozen shoe dealers a local campaign can be put on that will in any event get people talking about shoes and "Shoe Week". Relatively small cash contributions from each dealer would make a fund to provide attention compelling advertising. Page, half-page, or quarter page space in daily or weekly newspapers once before the week, and once or twice during the week, would attract notice and tell the story of good shoes, of the Canadian shoe industry, and give the names of the dealers co-operating. Or if preferred the space could be made up of individual advertise-

ments under one big heading. A committee can be appointed to collect the funds, and handle the advertising, whether it be newspapers, street streamers, handbills, sandwich-men, street car posters, movie slides, etc.

A uniform color schemes for window and store decorations is also worth considering. A small style show could be held at the local moving picture house, gowns, furs, and millinery being provided by local houses.

Many other ideas will suggest themselves to the dealers or committees who may be handling the co-operative work.

But no matter how simple and inexpensive may be the ideas adopted, if every dealer, or a big proportion, in the community gets behind the movement, it cannot help but arouse interest on the part of the public. They do not think enough about shoes; they will spend money on many other things, leave their feet till the last, and then grudge every cent they pay the dealer. It is up to the shoe trade to change this attitude, and National Shoe Week is one of the methods by which it can be accomplished.

Last Minute News

At time of going to press it seems evident that National Shoe Week has taken hold very strongly. Retailers from Halifax to Vancouver have expressed their interest in the campaign and are organizing their districts. Montreal, headed by a strong committee is laying plans. Toronto has been sub-divided and has already laid out tentative plans on a large scale. Ottawa and Winnipeg are organizing with their section of the Retail Merchants' Association. Kingston, Halifax, Prince Albert, Peterboro, are only a few of the names that come to mind as having reported to Mr. Howard Blachford. It looks like a big week!

PRIZES FOR SHOE WEEK.

National Shoe Week is a chance for the live merchant or salesman to use his ingenuity in interesting the public in shoes. Doubtless there will be many striking examples of salesmanship or selling methods developed by the campaign.

As an additional incentive the Shoe and Leather Journal is offering two sets of prizes.

The first deals with window displays. For the best window display during the campaign, a prize of 15 dollars is offered. For the next best, 10 dollars. Send a photograph and brief description of the display and say something about its effect and the comments made on it.

The other prizes are for selling stunts. Anything in the way of a special advertisement, interesting and profitable methods of interesting customers or selling goods comes under this heading. The only exception is that it must not deal with cut prices—it is salesmanship we are interested in.

As a time limit must be set, we will accept for the contest any matter posted before October 1st, 1923, and will endeavor to report the awards in our October 15th issue.



Shoe Travellers and Shoe Week

Through the past two or three years we have heard tales of woe from tanners, shoe manufacturers, wholesalers and retailers, to be sure, they have all had their troubles. But from one of the most important links in the chain, little or nothing has been heard. The travellers in the shoe and leather industry had their good times with the rest of the trade; they also shared in the lean pickings of recent months. Like other branches of the business, they have been "taking their losses", and with them, too, it is a case of the survival of the fittest.

This army of missionaries is a power for pessimism or optimism—and generally they preach the latter. On them the majority of retailers depend for their knowledge of what is going on in the trade, the condition of business, and prospects for the future. Their influence is undoubtedly much greater than is generally realized.

Consequently, when a movement of national scope is started, they can do a great deal by getting behind it.

The idea of a National Shoe Week is one that holds promise of direct benefit in proportion to the interest and enthusiasm of the retail trade. There is no question that, properly worked out, on a co-operative basis, the sale of shoes can be stimulated by methods such as those connected with "Shoe Week."

Without attempting to preach, may I be permitted to urge every shoe traveller in Canada to boost for "National Shoe Week"?

It provides you with an opportunity of helping the retailer directly to sell more shoes. There is no retailer in the country who should not be enthusiastic for the plan. But he may be lacking in details; he may be at a loss how to capitalize on the idea. The traveller can help him by suggesting selling stunts, window trims, special drawing cards.

I would suggest that every shoe traveller become a booster for "Shoe Week." Inspire your friends in the trade with enthusiasm. Impress on them what they can get out of it for themselves. In larger centres help them organize for co-operative activities, so that during the week beginning September 17th the community will think shoes to the exclusion of many other things.

The shoe travellers of Canada, if they will, can be a big factor in putting over "Shoe Week"—and sell more shoes while they are doing it.

Yours faithfully,

President Ontario Section, N.S. & L. T. A.



Canada's First National Shoe Week

by

Mr. Howard C. Blachford, President of
National Shoe Retailers' Association
of Canada.

Individually, the man who operates a retail shoe store has the same influence as any other citizen. But pooling the resources of all those who deal in footwear throughout this country from coast to coast, we can wield a power that is difficult to estimate.

In National Shoe Week, the shoe dealers of Canada have an unparalleled opportunity of showing that they are a real factor in the merchandising activities of the country.

No one will deny that almost every kind of business has been anything but satisfactory for some time past. We have all been doing our best to work through the problems that face us every day, to build our business up to a basis that will be stable and prosperous,—in short to sell more shoes, and at the same time net a fair profit on our investment.

One of the troubles has been that the public have not been as interested in shoes as we have, or as we should like them to be. And if we can solve that problem, overcome their inertia, get them thinking about shoes, get them into our stores, the rest is just a problem in salesmanship.

National Shoe Week has met with widespread approval, from leaders in the trade in all parts of the country. This I can say from personal knowledge.

The N. S. R. A. has put itself back of the movement. We have endeavored to organize the various centres for concerted action. We believe that if the retail trade put their best enthusiasm into their efforts, Shoe Week can be made an outstanding success, and an influence that will not lose its momentum for some time.

There is still plenty of time to develop plans and work out methods that will bring success.

If you are in the retail shoe business, whether you belong to any organization or not, you are necessary to the success of the plan. Working individually and with your neighbors you can stir up interest among the public, you can help move some shoes from your shelves and those of other dealers.

Manufacturers, wholesalers and tanners are helping very generously. Let every dealer in Canada do his part in time, energy, brains, and money. That will ensure success for Canada's First National Shoe Week.

Cordially yours,

Howard C. Blachford.

Advertising Suggestions

Practical Helps for the Ad. Writer

By The Advertising Service Department

“Shoe Week” Advertising

Such a determined effort as this to stir up business should certainly be worthy of a little extra attention to your newspaper advertising. Retailers who do not care to allot their space to Shoe Week advertising can run a panel, down one side of their advertisement, headed “Shoe Week” and enclose their views therein. The balance of the advertisement would just be regular shoe advertising. We are showing here three layouts that appeal to us as effective Shoe Week advertisements. Our conception of the copy appears with each layout.

“Shoe Week” Offerings

We have set ourselves out during “Shoe Week” to show you not only the importance to your health of good shoes, but also show you that we can supply you with Canadian shoes, the equal of any shoes produced in the world, at prices that suit your purse and give you full value for your money. We have prepared a splendid display of many lines, something for every member of the family. A few of the shoes suggested as real dependable buys are illustrated here, together with a very attractive bargain in hose. “Shoe Week” has been staged for your benefit—take advantage of it.

Next Week Is “Shoe Week”

You, the public, are not buying shoes as often as you should. Honestly, now, how many pairs of shoes do you own? If you are like the great majority of people you have a pair for business, a pair for sport wear, and a pair for “best.” You should own and wear five pairs of shoes. You should for instance, have two or three changes for business use; your feet demand it. Changing your footgear over every other day gives the feet a rest and a change, which all helps to increase your efficiency. To prove to you that we have the right kind of shoes for you to wear, we are preparing special displays of high grade lines of real serviceable shoes. These are not job or bargain lots, but genuine values offered for your approval.

National Shoe Week-- Publicity Paragraphs

WALK AND BE HEALTHY

A prominent consulting physician of national reputation commenting upon the increasingly large number of men and women who are afflicted with nervous disorders of various kinds, states emphatically that this growing evil is largely the result of lack of proper exercise. He states that if people would walk at least two miles a day regularly they would never know what insomnia or high blood pressure means. He claims that overfeeding and under exercise are the two greatest enemies of health and happiness. He says that street cars and automobiles are the bane of modern urban life and unless this temptation to ride is overcome or properly regulated the next generation will be flabby and anaemic. There is not the least doubt that the use of good shoe leather means increased healthfulness, and therefore increased efficiency both physical and mental. "Walk and Be Healthy" is a slogan well worth keeping before the present generation. A mile a day will keep the doctor away.

SHOES TO SUIT THE SUIT

Women are more enterprising and thoughtful than men in the matter of shoe styles and yet there is still a great deal of incongruity to be noticed amongst them in the selection and use of shoe apparel.

You will find, for instance, a woman in a handsome street costume with a pair of slippers only fit for the boudoir or the ball room. You will often see a lady in a ravishing evening gown wearing a pair of shoes that are only fit for travelling or a tennis tournament.

It is still a more common thing these days when variety encourages considerable license to see a woman on the street wearing a pair of shoes that clashes loudly with the rest of her make-up.

The really dressy woman has shoes for various occasions, and those who stick to the old system of one or two pairs of shoes at a time are certainly at a disadvantage.

A woman does not stop to think that she can buy half a dozen pairs of shoes for the price of a single fashionable hat, or moderate priced gown. Ladies do not fully realize that they are not well dressed unless their shoes match their surroundings. But the schoolmaster is abroad.

A MATTER OF ECONOMY

Few men or women realize the economy as well as the effectiveness and comfort of possessing several pairs of wearable shoes at one time.

A change is as good as a rest, and this applies to the feet as to everything else. It is wonderful what a relief to the feet and therefore the feelings, results from putting on a pair of fresh shoes.

A change of shoes twice or three times a day will refresh and build up vitality amazingly, as those who follow the practice can testify.

A rest is good for the shoes themselves. They recuperate as well as the wearer, and speak their appreciation in retaining their shape and appearance longer.

Smart shoes have their psychological effect upon both wearer and observer. A man maintains his self respect and his reputation for neatness by keeping his shoes up to the mark.

An extra pair of shoes is to-day as

logical as an extra pair of trousers. There is more sense in keeping wrinkles out of the shoes than out of the trouser knees.

WINKING FEET

Solomon in one of his proverbs speaks of those who "wink" with their feet. There are feet, which if they could speak, would protest soundly against their treatment in comparison with other parts of the human anatomy.

The straw hat with men is absolutely "rung out" on September 15th, and for a man to appear after that day with a yellow "lid" is an invitation for some one to take a swipe at it.

But you will find some smartly dressed men shuffling around in half worn, scuffed out, summer or sports shoes until the leaves fall and the snow flurries announce the oncoming of winter.

No man is well dressed who neglects his pedal extremities, and the fellow who ambles about these days in shapeless, run down shoes advertises himself as a back-number. As a matter of good business wear decent shoes.

No real man would think of starting the Fall season with last year's "Christie", and yet you will often find intelligent, well-to-do men wearing shoes that have been out of date for two or three years.

So dulled has become our sense of the eternal fitness of things that you will find men at funerals in black clothes with light tan shoes or at a wedding celebration decked out with a pair of heavy Scotch brogues.

CANADIAN MADE SHOES

The wonderful development of the shoe industry in Canada has placed the home product in the very front rank in style, material, workmanship and finish. The best evidence of this lies in the fact that nearly ninety-five per cent. of the shoes worn in Canada to-day are Canadian made.

Canadian Shoe manufacturers have at their command all the resources in materials, machinery and skilled workmen possessed by the United States or Great Britain. The fact that Canadian leathers find a ready market in both these countries is a guarantee of its quality.

Formerly some excuse existed for the use of foreign made goods on account of a somewhat more extended range of sizes and widths especially in women's fine shoes. To-day a complete range of styles and widths to suit all needs will be found in medium and high grade goods "Made in Canada" at prices that compare favorably with any foreign market.

With skilled Canadian workmen and the most modern machinery and methods it is no longer necessary to send abroad for our fine shoes. Let us keep our skilled workmen in Canada.

KEEP THEM DRY

Continued moisture is detrimental to any kind of leather but there are certain kinds of moisture more injurious than others. The acid of perspiration attacks the fibre of the uppers and also the inner-sole, causing the former to crack and the latter to curl up and become uncomfortable. To avoid this those whose feet are subject to excessive moisture should change their shoes as well as their hosiery frequently. It is a good plan to have two

pairs of shoes to be worn alternately. Bathing the feet thoroughly and frequently, with a pinch of epsom salts added to the water, will help keep down unpleasant odors or profuse perspiration. It will be a decided saving in shoe leather in any case to allow one pair of shoes to dry daily. They should never be worn when damp.

KEEPING THE "FIT"

In the first place get a properly fitting shoe by going to a shoe dealer who knows his business. Above all see that the shoes are long enough and that the shoe is comfortable across the "ball" or main joints of the toes, without wrinkling. A shoe should really fit you when new almost as comfortably as your old one.

To keep shoes "fit" do not wear them too long at a time or while they are wet. The surest way to destroy the appearance and fit of a shoe is to walk about in it while it is soft and pliable with moisture. When your shoes are wet take them off, clean them and put them away on trees till they are dry.

Don't place confidence in the shoe stretcher. Nine times out of ten it only affords partial or temporary relief. With the wide range of lasts available to-day, there are very few feet that cannot be fitted properly. If you have foot troubles go to a specialist and have them diagnosed and properly treated.

Most retailers to-day are competent to give you satisfaction and relief.

Don't wait till your shoes are run down at the heels or over the side before having them repaired. Keep the soles and heels in good shape and the uppers will stand up and do their duty well.

Don't use fine shoes while doing rough work or wear them in bad weather if you wish to keep them "fit."

PROLONGING APPEARANCE AND WEAR

A little thoughtful care with but slight effort will keep fresh, attractive and efficient any class of shoe and add to their comfort as well as wear.

When wet or soiled, shoes of calfskin or side leather should be carefully wiped with a cloth dipped in tepid water, and mud or other stains removed and the surface wiped clean. They should then be left to dry slowly in a normal atmosphere, preferably with trees in them. Do not set them by a fire or on a hot water coil or register. Let them dry slowly. Where the surface is not polished, a slight rubbing with olive or neat's-foot oil will put back the leather into its original condition of mellowness. Most shoes are injured or destroyed by artificial heat.

To clean patent leather wash with warm water and castile soap, polishing afterwards with a dry cloth. Patent leather being made by a varnishing process is very susceptible to cold or heat and sudden changes in temperatures will produce cracking. Warm before putting on in cold weather and allow them to remain on the feet a while before going out in frosty weather.

Felt shoes should be bought a size larger than leather as the material shrinks when wet. Protect in summer against moths in the usual way.

Grease work boots occasionally with dubbin, bear's grease or other similar material especially in winter or after wetting.

Window Trims For Shoe Week

By A. E. Lambertus

NO one may expect to get the most out of SHOE WEEK without making an effort to impress passersby and store customers especially through that most important of our senses, "sight". "Seeing is believing", and the store that convinces people that its stock and service are right has won half the selling battle. As has already been pointed out the show windows are the most expensive part of a store's equipment and should be made to pay just as well as newspaper advertising. The trouble is that too little attention is given to the matter by most shoe merchants, who leave their displays in too long and often so crowd their windows that nothing stands out either to make the windows distinctive or to impress possible customers with their shoe needs.

One of the most essential and best business getters for the retail shoe store is an attractive window trim and appropriate interior furnishings and decorations and very little thought is in some cases given to either. The window should be trimmed at least once a week, and in fact twice a week is not too often under certain circumstances. Where a general window trim is adopted for the week the fixtures may be changed around a little and other goods substituted thus affording a pleasing change that is sure to attract attention. Above everything else do not crowd your window with goods so that

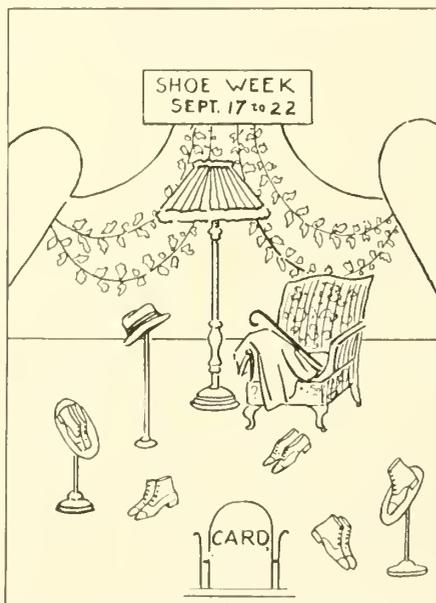


Fig 1 Men's Window

those who pass by are apt to be bewildered. The only time where a large number of shoes should be put in a window is when it is used to push a special sale and even then discrimination should be used in grouping and pricing.

Use of Accessories

There is no doubt but that accessories such as stands, mirrors, etc., help the window wonderfully

but this should not be overdone. Another thing that often helps and makes a window more exclusive is the use of a bit of furniture such as an easy chair, a lamp-shade or something of that nature. A furniture store would usually be glad to furnish one of these for display purposes. Apparel, for instance may be used to make contrasts as shown in both of the accompanying sketches. For instance a men's shoe window as in Fig. 1. could have on display over a stool or easy chair a natty overcoat or suit of clothes, with hat or walking stick. In this case the wording of one of the SHOE WEEK window cards would be appropriate calling attention to the necessity for having the shoes in keeping with the suit. In the women's window a very stylish hat with gloves and

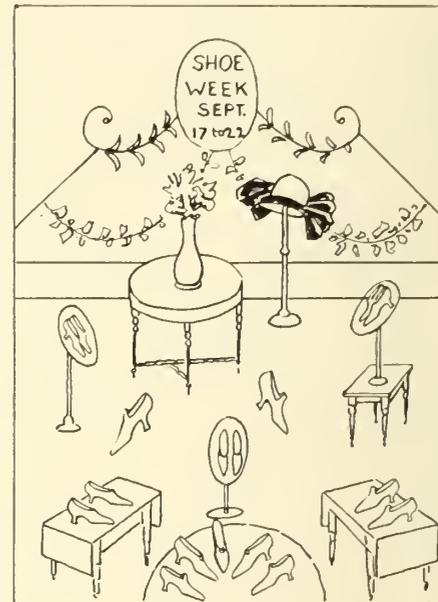


Fig. 2 Women's Window

stockings could be used, and a window card reminding ladies of the necessity for wearing shoes to match their various garments and suits. In fact a mannikin might be arranged for, completely dressed with a pair of appropriate shoes and the window scheme built around this. With a few changes along this line rung on the necessity of being well shod in order to be considered well dressed the idea may be driven home to both men and women.

Draping is quite an art in window decoration and may be used to almost any extent. Velours or any rich material may be utilized and it can either be draped high or flat, that is it may be draped from the background or stands, or placed on the floor of the window. If the floor be not of hardwood it may be covered with beaver board and colored any shade required or white paper may be used with good effect using drapes or mats to give effect to the shoes. Dainty cushions are sometimes used instead of stands or mats.

We give herewith rough sketches of windows, one for men's and another for women's shoes. These are only skeleton ideas and may be adapted to almost any kind of trim. If retailers desire more detailed instructions the writer will be glad to furnish same and might undertake personal supervision of special trims if not too far from Toronto. Address care of Shoe and Leather Journal, Toronto.

Bigger and Better Than Ever

Shoe and Leather Show at Canadian National Exhibition Sets Another Record

CONGRATULATIONS were in order last year to Mr. Roy Weaver, manager of the Shoe Manufacturers' Association of Canada, and to the committee in charge of the shoe and leather show at the Canadian National Exhibition. They are due to an even greater extent this year. The same is true of the manufacturers who had the courage and confidence, in a year not at all conspicuous for prosperity, to devote time, energy, and money to displays that show the Canadian public that shoes are produced in Canada equal in quality to those from any other part of the world.

That their policy is sound cannot be denied. For the time to advertise is all the time, and more particularly when business is not in a flourishing condition. In actual business transacted the display at the National Exhibition may not pay for itself directly—although in some instances sales have been made that in themselves covered the expenditure. But the comments made by the exhibitors themselves indicate a general sense of satisfaction and appreciation of the value of the exhibit, as applying not only to the trade itself, but to the general public. The very fact that the aisles are not filled with a jostling throng means that those who visit the display have either come to study it, or have ample opportunity of doing so, and are not pushed ahead by an impatient crowd of souvenir hunters.

The retail trade have responded well, and have looked over the displays with interest. Another year a registration booth for the trade might be introduced, which would give a direct indication as to the number and locality of those who visited the show. At present it is difficult to estimate how many retailers have taken advantage of the opportunity, although on one day dealers from British Columbia and Nova Scotia were in the building, as well as others from points nearer to Toronto.

The identification of the shoe and leather industry of Canada, a by no means inconsiderable factor in the commercial life of the country, with the Canadian National Exhibition, is quite as it should be. In times past, an exhibition was held in Toronto, called familiarly the "Toronto Exhibition." This term has now become a misnomer. The location of the exhibition happens to be at Toronto, which is easily accessible from the centres of population of Canada and the United States. But its scope has become truly national, and is rapidly becoming international. This is emphasized in the displays of this year, which include interesting exhibits of raw and manufactured products from this continent and Europe. Moreover, the attendance, the variety of display and entertainment continue to increase steadily.

It is pleasing to note, therefore, that while last year witnessed the first real effort at concerted display at this exhibition on the part of the shoe and leather trades of Canada, the second year showed an increase in number of exhibitors and space occu-

ped. Next year, given any perceptible improvement in business conditions a further increase should be registered, as undoubtedly the expenditure involved is the chief reason why a number of other companies were not represented.

While prophecy is dangerous these days, it may be wondered whether the eventual goal should not be a building devoted to the shoe and leather and allied industries, in which displays, manufacturing processes, and style shows might be staged simultaneously at moderate expense.

The centre of the shoe trade of Canada is located some distance from Toronto, but if an annual shoe show finds favor with the industry, it will be difficult to find for some time at least, any other place in the Dominion to which the public are attracted in such large numbers, and an occasion which receives more widespread advertising throughout the world, the two factors on which depends the success of any show.

To return to this year's display. The location was the same as last year, in the second floor of the west wing of the Coliseum Building. A few of the companies represented last year were missing, but in their places were other exhibitors, while still others filled up additional space that was taken over. The booths were of uniform size and design, with attractive glass display cases, as well as shelves for the samples shown. Signs being above the aisles carried various catch phrases or slogans designed to educate the public as to the necessity of shoes for health and appearance. The souvenir or sample hunter was not encouraged, though a number of the exhibitors had on hand advertising novelties of various kinds. In each booth were placed booklets issued by the exhibitors collectively, dealing with the "Purchase and Care of Footwear", which should prove of interest and value to their consumer readers, and, as part of a policy of education, should eventually bring the public to a greater consciousness and appreciation of shoes.

The styles displayed ranged from solid staple shoes, to the highest types of women's shoes with several displays of infants' and children's footwear. For the most part the samples shown were for actual wear, the tendency towards "Exhibition" samples, being very slight. A detailed list of the exhibitors and the leading features of their exhibits, condensed to as much as possible may be of interest to those who are unable to be present.

The Hurlbut Co. Ltd., of Preston, Ont., had, as usual, a very attractive exhibit displaying its well known lines of infants' and children's shoes—"So Cosy" and "Hurlbut Cushion Welt". The booth was the centre of attraction for hosts of mothers especially, who became very much interested in Hurlbut made shoes for the young folk. They featured a number of new designs on up-to-date patterns in black and colors that were equal in appearance and workmanship to the finest adult lines.

Charles Tilley & Son, of Toronto, displayed Pied-Pipers for children in a Semi-Ready, a seamless high cut in black, brown and elk and "Bunny foot" a chrome sole baby welt in black, brown, patent and white.

The Tebbutt Shoe Co. Ltd., of Three Rivers, Que., showed their "Doctor's Anti-septic" and "Pro-

(Continued on page 54)



South View of the Shoe Show at the Canadian National Exhibition of 1923

Profit In Increased Turnover

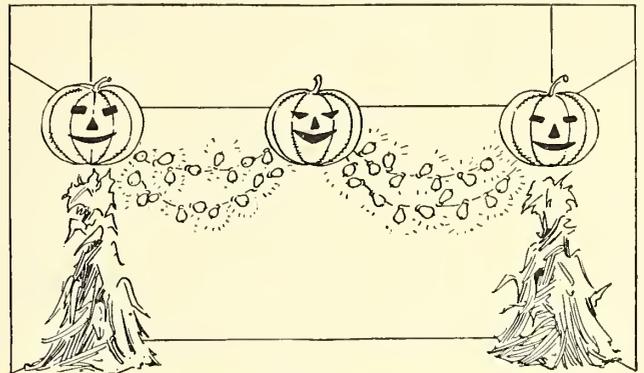
It is astonishing," said a well known retailer the other day, "what curious ideas some people have on the turnover question. I asked a fellow retailer how often he turned over his stock in a year, and he said nearly four times. When I remarked that was 'going some', he got peeved because I appeared to doubt his word. When we got down to brass tacks how do you think he was figuring? He took his total sales for the year and divided the amount by an average of his stock taking at the beginning of the year and the inventory figured **at cost**. His sales were around \$40,000 and his inventory was about \$12,500.

"A glance at the figures reducing sales to cost basis revealed the fact that taking the face value the turnover was only twice instead of nearly four times. Even that is 'going some' for a concern in a country town with a stock of \$12,500 in shoes. Although the basis accepted generally for a retail shoe store is three times, it has been shown that with the majority—half this amount is nearer the mark."

The way to arrive at turnover is to divide the annual sales by the average inventory at sales prices taken during intervening periods. Of course, this necessitates a stock record from month to month showing sales and goods received faithfully tabulated, but this should be a simple matter with the ordinary retail shoe establishment. Start with the physical inventory, at sales figures of course, at the beginning of the period. Add the new goods received, at sales price, at the end of each month and deduct the amount of sales. This kept up from month to month will give the stock standing at any time, and this can be verified or corrected by the physical or actual inventory at the end of the period. The average of the inventories for the six months or the year divided into the total sales for the period will give the turnover.

But turnover is a question of goods not money. A concern may show a good turnover in volume and the condition of its stock may become more and

and downs of his lines is putting himself in the way of a serious menace. The greatest danger to a shoe business at any time is the accumulation of dead stock and the shoeman who does not watch this closely will soon find himself in a hole. There should always therefore be a pairage inventory and that inventory should not only show the fag ends of the stock but how long all the lines have been carried. Unless a merchant knows how long certain shoes have been on the shelves he does not realize the menace to profits that lies in obsolete or slow moving stock. Every inventory should show the lines that are in stock and when they were put on the floor.



Suggestion for Autumn Window Trim

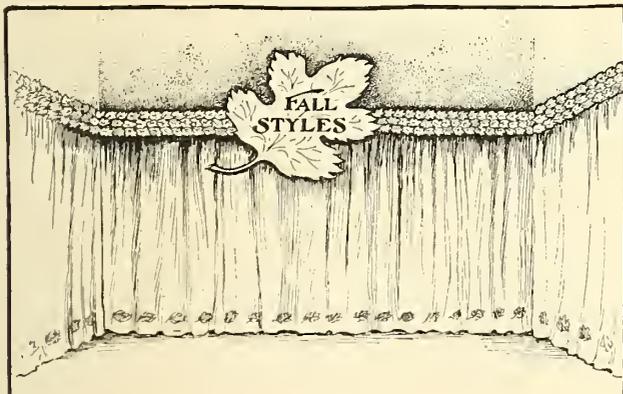
When a man knows how his stock is moving he can buy and sell intelligently. Where he finds a line is a slow mover, he can accelerate it by price or get rid of it altogether. Where he discovers he has made a bad guess in styles, he can remedy the matter in time. No man can buy and sell goods satisfactorily unless he has before him in black and white how they are moving. He cannot begin to regulate his profits until he adjusts the left-overs to the rest of the stock.

Where a merchant has adequate sales and stock reports he is like the captain of a ship with a good compass and a reliable chart, he can map out his course and be sure of arriving somewhere. He can devote his energies to sales planning and handle his buying with an intelligence that will make all his efforts converge in profit making, and these days profits come from three things, knowledge, proper buying and aggressive selling.

Supposing a merchant has sales of \$25,000 and he is making a clear turnover twice a year on a stock of \$12,500 his operating expenses being \$7,500. Without increasing his operating expenses very materially he should be able to make an additional turnover in the year or increase his sales \$12,500. Now if his gross profit is say 30% on sales this would mean an increased profit of \$3,750 and as assuming that \$1,250 would cover extra advertising and sales help there is a clear profit of \$2,500 in the effort which, as it is commonly said is not to be sneezed at these days.

In other words there is an opportunity to-day for the merchant who faces the issue fairly and squarely, trims his ship and holds her up to the breeze in true seaman fashion. The men who are making the shoe business go are those who have cleaned house and are working on a full clear knowledge of their capacity to sell shoes to the community in which they are doing business.

In the meantime "RETAILER KNOW THY STOCK" is a motto well worth placing in large bold type over every live shoe retailer's desk.



A Neat Background for Fall

more dangerous. Business may be so good in certain lines that volume will show a good business but meanwhile there may be accumulations of styles and sizes that will mean a red ink balance in profit and loss. The man who does not know his pairage turnover, and who is not in a position to follow the ups

Governmental Co-operation

THE Department of Commerce of the United States has been demonstrating a desire to co-operate with industry and commerce in that country, which should result not only to the advantage of the country and its individual industries, but also to that of the other countries which follow the progress of their efforts, study them, and profit by their experiences.

Recently a conference was held with committees representing retail organizations, comprising shoe dealers, grocers, dry-goods men, clothiers and hardware men. While the work done was largely in the nature of preliminaries, definite progress was made. Later, specific commodities are to be named and made the subject of study back to their original sources, with a view to elimination of wasteful practices.

They accepted the retailer's function, laid down in the recent report of the Joint Commission of Agricultural Inquiry, as follows:—

"The retailer performs the final function in distribution of essential commodities and gives fulfillment to all preceding efforts by making merchandise available to consumers at the time, place, and in the form required by them.

"The retailer's true function is that of serving as a purchasing agent for his community; as such he selects and carries a reserve supply of merchandise to meet the requirements of the individual consumer.

"When the retailer enters business he assumes the responsibility of performing a public function, that of providing commodities and services to his community, economically and conveniently, and maintaining such environment as is necessary and desirable to the consumers who support him. If he fails in his responsibility and performs only as a distributing agent for the manufacturer, he ceases to be an economic factor in the community which he serves."

They stressed the importance of increased stock turn as a means of reducing operating expense; the danger and wastefulness of overlapping in function, on the part of retailer, wholesaler and manufacturer; the danger of future buying too far in advance; the cost of extravagant and uneconomical rate of return of goods, and unusual alterations in wearing apparel.

An analyses of the functions of the retailer as a buyer and seller was made, which should be invaluable to the individual dealer in studying his own store, and working out his own problems. It was as follows:—

Buying Functions

(as purchasing agent for the consumer)

- 1 Possession of capital and credit.
- 2 Knowledge of raw materials and finished products.
- 3 Knowledge of commercial and market conditions.
- 4 Knowledge of market resources.
- 5 Maintaining stock turn frequency at point of minimum burden against unit of merchandise.

- 6 Knowledge of uses and purposes of commodities.
- 7 Knowledge of style (style sense).
- 8 Employment of best buying methods.
- 9 Use of association facilities (if members of association).
- 10 Planning complete stocks from examination and study of—
 - a. Stock sales record reports
 - b. Want slip reports.
 - c. Analyses of customers' returns.
- 11 Re-ordering rapidly turning goods.
- 12 Obtaining prompt delivery.
- 13 Receiving and marking of stock (checking with order as to specification, size, etc.)
- 14 Efficient stock arrangement and stock keeping.
- 15 Knowledge of the requirements of consumers in the community.
 - a. By becoming familiar with demands.
 - b. Studying new requirements that result from changing economic conditions.

Selling Functions

(as service to the consumer)

- 1 To maintain adequate stock of merchandise of quality and value to meet requirements of community he serves.
- 2 Maintaining facilities and environment to economically and efficiently serve the requirements of community.
- 3 To assume responsibility for merchandise distributed—
 - a. Satisfaction to customer.
 - b. Value.
 - c. Convenience.
- 4 Stimulating sales force with a view to reducing wage cost against merchandise sales.
 - a. Selling merchandise to sales force, i. e., demonstrating to them its utility, desirability and dependability.
 - b. Instructing sales force in processes and services of distribution.
 - (1) For their own intelligent information.
 - (2) For the intelligent information of the public.
- 5 Selection of adequate sales force.
- 6 Training sales force.
 - a. In the knowledge of merchandise.
 - b. Purposes and usefulness of merchandise.
 - c. Processes by which merchandise is produced.
 - d. In service to customer.
- 7 Efficient floor management.
 - a. Knowledge of location of stock.
 - b. Knowledge of merchandise.
 - c. Acquaintance with customs of community.
- 8 Sales promotion.
 - a. Publicity.
 - (1) Newspaper advertising.
 - (2) Circular advertising.
 - (3) Direct mail and telephone advertising
 - (4) Letters.
 - b. Display.
 - (1) Stock display.
 - (2) Window display.
 - (3) Demonstration.

B

Onyx — Archgrip — Georgina
 "Grips the Arch"



No. 9617 — Kid Lace Oxford,
 Whole Quarter, Last 57,
 Nature Shape, Straight Inside
 Line, Cuban Heel, Archgrip
 Shank. Code - Shapiey. \$5.65

Every Week is Archgrip Week

Because you can offer your customers shoes that fit well, that are comfortable, that wear well, and that also have those qualities which go to complete the correct costume.

Because you can stock those shoes knowing that they are not going to be out of style in three months, or you can obtain them on short notice from the stock at the factory.

Because you can sell them at prices that net you an actual profit.

Feature Archgrip Shoes During National Shoe Week

We have some interesting advertising material that will help you. A postcard brings it.

Blachford Shoe Manufacturing Company Limited

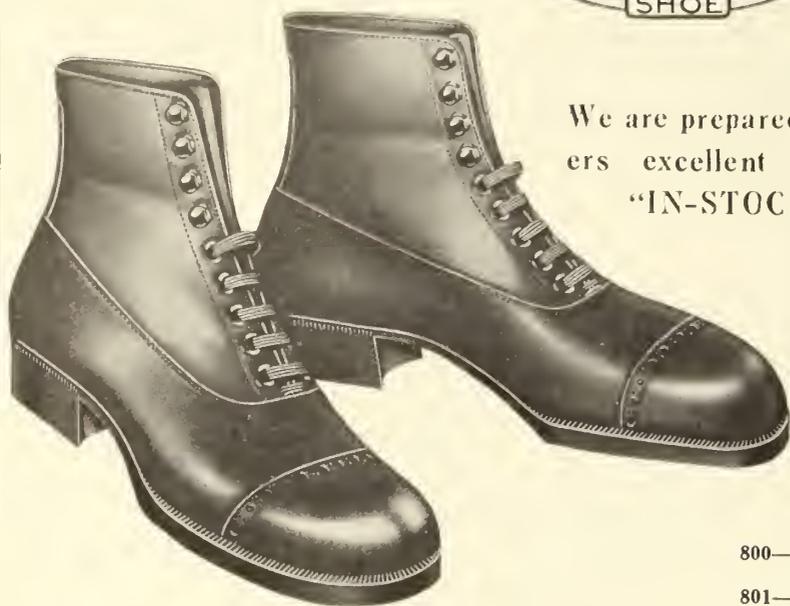
MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto



We are prepared to give our customers excellent "SERVICE" on all "IN-STOCK" Lines for FALL

- 645—Gents' Velour Cf. Blucher, Fudge Edge, 8-10½.....\$2.55
- 745—Youths' Velour Cf. Blucher, Fudge Edge, 11-2.....\$2.90
- 646—Gents' Tan Cf. Blucher, Fudge Edge, 8-10½.....\$2.55
- 746—Youths' Tan Cf. Blucher, Fudge Edge, 11-2.....\$2.90
- 649—Gents' Velour Cf. Bal., Fudge Edge, 8-10½.....\$2.55
- 749—Youths' Velour Cf. Bal., Fudge Edge, 11-2.....\$2.90
- 650—Gents' Tan Cf. Bal., Fudge Edge, 8-10½.....\$2.55
- 750—Youths' Tan Cf. Bal., Fudge Edge, 11-2.....\$2.90

- 800—Growing Girl's Tan Cf. 7½" Bal, C & D widths, 2½-7½.....\$4.10
- 801—Growing Girl's Velour Cf. 7½" Bal, C & D widths, 2½.....\$4.10

**Classic
Goodyear-
Welt
Cushion
Sole**



Listed below is our Complete line of Children's High-Cuts for FALL "IN-STOCK"



- 1172—Infants' Patent Instep Strap Chrome Sole, Sizes 2-4½.....\$1.30
- 2172—Children's Patent Instep Strap, Chrome Sole, Sizes 5-7½.....\$1.65
- 2172x—Children's Patent Instep Strap, Leather Soles, Sizes 5-7½.....\$1.95
- 3172x—Girl's Patent Instep Strap, Leather Soles, Sizes 8-10½.....\$2.30
- 4174—Misses' Patent Instep Strap, Leather Soles, Sizes 11-2.....\$2.95

Classic Goodyear Welts--Cushion-Sole

- 1200—Infants' Blk. Kid, Fat Ankle Button, Chrome Sole, Sizes 2-4½.....\$1.60
- 1208—Infants' Blk. Kid Blucher, Chrome Soles, Sizes 5-7½.....\$1.40
- 2208—Children's Blk. Kid Blucher, Chrome Soles, Sizes 5-7½.....\$1.95
- 2208x—Children's Blk. Kid Blucher, Leather Oak Soles, 5-7½.....\$2.30
- 3208x—Girls' Blk. Kid Blucher, Leather Soles, 8-10½.....\$2.80
- 3211x—Girls' Boarded Gunmetal Blucher, Leather Sole, 8-10½.....\$2.80
- 3211x—Girl's Boarded Gunmetal Blucher, Leather Sole, 8-10½.....\$2.80
- 3212x—Girls' Boarded Tan Cf. Blucher, Leather Soles, 8-10½.....\$2.80
- 3212x—Girl's Boarded Tan Cf. Blucher, Leather Soles, 8-10½.....\$2.80
- 1213—Infants' Patent Blucher, Chrome Soles, Sizes 2-4½.....\$1.60
- 2213—Children's Patent Blucher, Chrome Soles, Sizes 5-7½.....\$1.95
- 2213x—Children's Patent Blucher, Leather Soles, Sizes 5-7½.....\$2.30
- 3213x—Girls' Patent Blucher, Leather Soles, Sizes 8-10½.....\$2.80

Terms on "IN-STOCK" Lines "NET 30 DAYS FIRST FOLLOWING"

Getty & Scott Limited

Classic Shoes for Misses & Children

Galt, Canada

Show Card Suggestions

Make the Most of Shoe Week for Advertising Your Lines. Also Prepare for Fall Trade.

WHILE the Shoe Week program calls for distribution of show cards to every dealer in the country, some men may want additional cards which they can make themselves. The more you say about "Shoe Week", the better the effect.

As school will open the first part of Sept. it will be well to make a little extra effort in placing school shoes before the public, for many mothers will want the children to start the fall term well shod. An attractive card will do wonders in proclaiming these lines to purchasing parents.

Then the regular fall lines should not be neglected. Right now will be the proper time to display the new fall goods and show what you have to offer in things attractive and up to date.

In making cards for Shoe Week it may be well to adopt a standard line at the top or bottom, or both, of each card with the words: "This is Shoe Week," and make these lines the same on all the cards. Or it may be run at the side. It matters little where or how it is run, so long as it stands out prominently and will be seen at a glance and is uniform. In the simple cards shown herewith we have made three designs, all of which may be seen at the first glance. The first one has the lines the same at the top and bottom. The other has it at one side with the other matter in a panel. This shows very clearly. The third is in an oval and is the first thing to be seen when one looks at the cards. If these lines are made in red they will show prominently, then the balance of the lettering may be done in other colors. The card with the two lines on is done with these lines in black and the matter in red. Or the card will look well if done all in black, for the lettering is small. The bands at top and bottom are in grey and the ornament at the side in the same tint. Note well the way this card is laid out. There is plenty of white space which makes the card read easily.

The panel card, while quite different from the other in lay-out, has an attractiveness about it that will arrest attention. The panel may be made of a different colored card and pasted on to the other. In the sample this is not done, but the panel is made with pale green and the border is done in the same shade. The lettering may be done in black and red or in plain black.

The oval design may be worked the same as the other card. That is, a different colored oval may be cut out and pasted on to the card and the lettering done on this. If a dark card is used for the oval it will need a light color for the lettering. The square at the bottom may also be worked the same way. The sample is done on a white card and the outlines and border are done in grey and the lettering in black. The effect is very satisfactory.

The "School Shoes" card is unusually attractive for all the work there is on it. The radiating lines always have a peculiar attractiveness and if done in colors, like bright yellow, add to the effect very materially. The panel in which the words "School Shoes" appear may be made on the card or on a separate colored card and pasted on and the ruling done in the regular way. It should be noted that these lines are all ruled from one centre. If the large letters are in red on a white card it will result in a very pleasing effect.

The pictured card is an effect obtained by cutting a picture from a magazine and pasting it on to the card. The band painted across the card and behind the picture should be done in a rather subdued color so that it will not detract from the picture. A piece of tinted paper may be pasted across for this band effect. The lettering is in script and is done in bright red and shaded with grey and black. It will be well to note that these letters are larger than those on the other cards, filling up the space more. While the card looks well, it would possibly be more attractive were the lettering smaller and more white shown. However this will give you an opportunity to compare the two styles of lay out. It should be remembered that the object of this picture is merely to make the card attractive. There is nothing about it to suggest shoes.

The sizes of these cards are all 11 by 17 inches which enables you to get three out of a 22 by 28 card and have some for price tickets in addition.



fessor" lasts in black and brown oxfords and boots. An elastic side oxford received considerable attention, from many middle aged gentlemen. A fur trimmed, high cut, women's skating boot made a hit with the flappers.

Scott-McHale Ltd., of London, featured specially their new men's last, "Zip". An oxford of the Woodbine pattern on the "Zip" last in black and brown, received considerable attention from the visitors. Pointtex stitching and interlacing were featured on this same last, in oxfords of brown, black and patent leathers. An oxford on the "Ritz" last in black and brown was also shown together with "Clifton" and "Valkirk", a brogue and semi-brogue with cork welt, and the "Pippin", a crease vamp in gunmetal and brown calf. An extensive showing of their regular lines of men's shoes was also displayed.

Getty & Scott Ltd., of Galt, were featuring their "High-Kicker," in straps and oxfords with a 9/8 heel in blacks and browns. Another feature was a one strap on a French last with a 16/8 heel, made of patent leather. The "Windermere" last, with a 13/8 heel in straps and and oxfords in black and brown leathers was worthy of note. Maltese Cross and Triangle Perforations were shown in these mannish oxfords for women.

The Defender Shoe Co. Ltd., of Galt, displayed their Arch-Defender for men and women, in the latest styles and colors.

The Hartt Boot & Shoe Co. Ltd., of Fredericton, N.B., had two booths, one devoted to men's and the other to women's shoes. In the men's booth were the "Hartt Shoes for Men" embracing both high and low-cuts in calf and other fine leathers in the newest shades, lasts and patterns. The "Hartt Shoes for Women" embraced a number of natty styles in patent, suede and satin trims and some attractive lines of oxfords and straps for street wear. All were thoroughly up to Hartt standard. Mr. J. D. Palmer spent several days at the Exposition.

Walker Parker Co. Ltd., of Toronto, caught the ladies' eyes with a low 8/8 heel, covered, one-strap with a cut out effect, in all suede colors, a pump last with 12/8 heel in one and two straps in black and colored suedes, a brogue oxford with medium low heel in suedes; and a French last with a full Spanish heel in black grey or brown suede. Two-tones in elk and dark brown calf, were also shown.

Owens-Elmes Mfg. Co., Ltd., of Toronto, displayed their latest novelties including an ankle strap on a "French" last in black satin. Medium vamps with round toes, in "Gore" pumps and ankle straps with colonial fronts, in black velvet with white kid trim and in green velvet with gold trim, were displayed together with patent and brown calf oxford bluchers on round toe lasts. Medium vamps, ankle straps in cerise velvet and in patent and grey suede, helped to give the showcase a pleasing appearance.

Blachford Shoe Mfg. Co. Ltd., Toronto, had a fine display of their "Onyx" and "Georgina" shoes for women in welts and trims. The lines showed the latest fashionable shades of beige, log cabin, grey, and combination effects that were extremely chic. Their "Cornell" oxford along mannish lines attracted particular attention. It was shown in various leathers. Another feature of the exhibit was their "Arch-grip" shoe which has met with such popularity in the trade. A new golf shoe was admired by many golfers of the fairer sex.

J. & T. Bell Ltd., Montreal, had a handsome display of both men's and women's fine shoes and specialized on their "Arch Flex" and "Dr. Reed's Cushion Soled Shoes". They showed an attractive range of high-cuts and oxfords in men's shoes. In women's lines their "mannish" oxford attracted a good deal of attention. They showed a select range of one strap, cross strap, cutout and other effects in browns, greys, patent and combination. Their evening slippers in silver, white shoes in plain and combination effects were specially worthy of consideration while their oxfords in various styles were fully up to Bell ideals.

The Eagle Shoe Co. Ltd., Montreal, showed a complete range of their celebrated "Strider" shoe. Their men's lines were characterized by that snap so necessary these days of strenuous selling and yet the solidity that spoke of wear. They showed three new men's lasts of exceptional fitting quality in black and browns. Then Scotch grain "brogues" plain and combination effects stood out as most distinctive. In women's shoes they featured a line of medium priced welts that ought to be great sellers.

Perth Shoe Co. Ltd., of Perth, were featuring their Tarsal-Arch in black and brown oxfords of all widths. They also displayed samples of their twelve snappy in-stock lines. The show-case presented a colorful display of novelties in bucks, log cabins, fog grey and all the latest shades and colors in oxfords and straps, with high and low heels.

The Murray Shoe Co. Ltd., of London, featured their Natural Tred oxford in black and tan kid and two brown and black kid oxfords on the "Rialto" and "Banker" lasts. They have also a new line of covered heel McKays.

Kingsbury Footwear Ltd., of Montreal, were showing round toe lasts in oxfords and straps in 9/8, 10/8 and 14/8 and Spanish heels in all leathers and trimmings and in brown and black satins. One straps, two button, are still strong sellers in their regular line. An extensive range of white goods for next summer was also shown, in welts, McKays and Imitation welts.

The John Ritchie Co. Ltd., Quebec, displayed men's high cuts, on their combination and arch support lasts, in blacks and browns. An oxford on a square toed last was also featured in blacks and light and dark tan. A new style, boy's square toe, high cut, in all the latest stitchings and colors, was exhibited together with a square toed brogue and bal oxford, in light brown winter calf.

W. B. Hamilton Shoe Co. Ltd., Toronto, had a display of their well known "Model" shoes. Their oxfords and one straps were particularly attractive. They met the requirements of the latest style decrees on material and colors. Their suede, patent and white shoes had that touch of expert shoe making that made them stand out. Their close trimmed welts with covered wood heels have the lightness of the turn and the serviceability of the welt.

Duchaine & Perkins, of Quebec, had an interesting display of their line for men and women. Following the trend of the shoe market they have embodied features which give their product the style required by the public of to-day, while retaining the characteristics of solidity and reliability on which they have built their business. Oxfords and high shoes for men in browns and blacks, together with oxfords and straps in a variety of leathers, patterns and lasts for women comprised the bulk of their display

Messrs. Swalwell and Boyle were in charge of the display, while Mr. Perkins spent a few days at the show, as did also Mr. Chas. Davies.

The Weston Shoe Co., of Campbellford, were featuring their women's Arch support last, in straps and oxfords, in black and combinations. One straps and one strap sandal effects were shown on medium lasts in combination of green, light green kid, and in patent leather and satins. Their regular lines of shoes for women and children in various styles and combinations were also featured.

Williams Shoe Ltd., of Brampton, had two booths, the first one being devoted to their heavy lines, including their fleece-lined boot for out-door men and their ever popular "W" last in men's 6" top in brown and storm veal, with calf lining. The other booth was given over to their lighter lines, showing, for instance, such lasts as "Tarzig," "West End", and "Durant", for men, in oxfords and high cuts in black kid, and tan and black calf. A women's 14" hiking boot was shown on the "Biltmore" last, made in brown veal and grey calf. Many lasts for children in various leathers were also exhibited.

Slater Shoe Co. Ltd., of Montreal, showed medium round toed lasts in oxfords of patent and cerise leathers. A brown calf and patent riding boot for ladies was among those present. A new Orthopaedic last for men, in all styles was shown in conjunction with their regular line of oxfords and high cuts.

Brandon Shoe Co. Ltd., of Brantford, were showing their Arch Preserver lasts in oxfords and high cuts in blacks and browns. "Famo," "Ace," and "Savoy," three lasts in bal. or blucher oxfords and high cuts in black and brown were also noted in this display. Many of the popular lasts will be continued when the new factory is complete and production re-established.

Chas. A. Ahrens Co. Ltd., of Kitchener, with Mr. Ed. Wettlaufer in command, displayed their full line for children, misses, growing girls, boys and little gents, "Chums" being very much in the foreground. Their growing girls' line included oxfords and one strap cutouts in grey and Log Cabin suede, King Tut sandals of smoked elk and patent were also noted. Other features worthy of mention were a one-strap patent leather shoe for growing girls, as well as bluchers for boys and little gents.

The Tred-Rite Shoe Co. of Otterville, displayed their regular line of genuine goodyear welts for children, boys and growing girls, on several new lasts. The regular line of one straps, high cuts and oxfords was also featured. An old pair of high cuts, peg-bottoms, with copper toes created a considerable amount of attention.

MacFarlane Shoe Co. Ltd., of Montreal, had a very attractive showing of shoes for infants, children, misses, and women. The colors in the infants' shoes served to brighten the cases, and set off the more sedate goods for older customers. Among the latter straps predominated in patent, suede of fashionable hues, calf and kid, worked out in attractive patterns and combinations. A useful novelty consisting of a key chain, formed a souvenir for those who visited the booth.

The Smardon Shoe Co. Ltd. of Montreal had a display of women's shoes on their "Velva" last, a one strap, in log cabin suede, and on "Minuet" a cross strap in Woodchuck kid and log cabin. A

black suede and gold kid twin strap was also featured. Their regular line of women's novelties in straps, etc., was exhibited. Spanish heel are still very popular.

Beardmore & Co. of Toronto, controlled four booths in which they displayed Devon Oak, Muskoka, Bulldog Sole and Strap Bellies. A display of manufactured Shoes made of Beardmore leathers was also shown.

A. R. Clarke & Co., Ltd., of Toronto, had an extensive display of their patent leather, bull hides for larrigans, and churlings for slipper linings. Glove leather also had a place in the display.

Columbus Rubber Co. Ltd., of Montreal, offered an attractive representation of their many lines for public approval, including a display of their heavy rubber and felt shoes, goloshes in the new buckle styles, as well as white and combination canvas goods. An extensive showing which held the visitor's eye.

The Davis Leather Co. Ltd., of Newmarket, displayed the shoes of over forty manufacturers using Davies' leathers. Their regular range of black calf and black calf suede was also featured. New colors displayed were "New Yankee Brown" "Rod Red Russia" and reds, whites and greens.

Robson Leather Co. Ltd., of Oshawa, had a splendid display of Black Beauty colored and Scotch grain, patents. Buck sides for women's trade, and elk and storm sides, black and colored, received their share of public attention. Splits for the glove trade, and colored splits for the slipper trade were also shown.

Oscar Rumpel, of Kitchener, showed a complete line of boudoir slippers for women in fancy colored felts, patent leathers, oriental leathers, cloths and rabbit skins, in all colors and color combinations, with fur and other fancy trimmings. Rubber and wooden heels were used. A few styles for men completed this colorful exhibit.

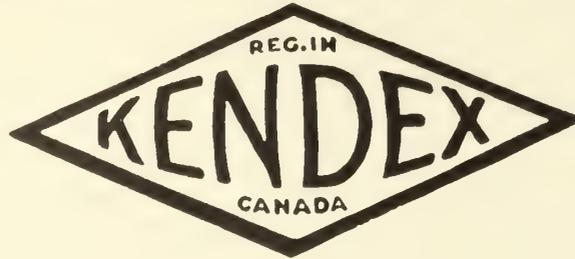
Edwards & Edwards Ltd., of Toronto, had a very attractive showing of embossed leathers in all colors for the fancy leather goods trade together with a splendid showing of slipper leathers in the latest shades and tones. Black kangaroo, a new line, was also featured. Sheep skins in all colors for the shoe trade, and India Kip for shoe linings, rounded out an attractive display.

The Miner Rubber Co. Ltd., of Montreal, displayed heavy rubber shoes and their regular line of rubbers for men, women and children. Samples of Para, washed and broken down; and crepe rubber were arranged throughout the booth. Overgaiters with the new improved back and Boy Scout and Girl Guide rubber and white goods had their place of display. A new line of two buckle overshoes for men was also introduced. "Triumph" Rubber Heels in all shapes and sizes, and white and colored heels for slippers were featured.

The Talbot Shoe Co. Ltd., of St. Thomas, displayed oxfords in blacks and browns on such lasts as "Fratt" (English) "Popular" and "Andover". Another feature in the English last "Fratt" was a winter brogue in black and brown. The Arch Preserver on "Centre" and "Andover" lasts and the "Highland" a high cut in blacks and browns were also featured.

Aird & Son, Reg'd. of Montreal featured their latest last, the "Mary Fairbanks", an ankle strap with buckle in black satin and brown suede. "Double

Retailers Are Specifying



Not only to shoe manufacturers but to retailers as well the uniform satisfaction which Kendex Products give is a genuine asset—valuable to have and hard to compete with.

Kendex is the insole for comfort. It eliminates the discomfort of sweaty feet as well as the burning, stinging sensation caused by many insoles. Channelling perfectly and holding stitches firmly, it means strong, well made, longer wearing shoes.

Retailers and Wholesalers! When Ordering your new Lines ask your Manufacturers to use Kendex.

Kendex Innersoling	Kaneva Innersoling
" Sock Lining	" " Felt Backed
" " " Felt Backed	" F Sock Lining
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KENWORTHY BROS. OF CANADA, LIMITED

St. John, Que.

Montreal Office, 224 Lemoine St.

Remember "The feeling of the feet is reflected in the face." Wear Kendex

Samson Hockey Shoes Produce Winter Profits

Now is the time for dealers to look ahead and provide for their stock of that best selling of all Winterlines--Samson Hockey Shoes. The many skaters and hockeyists in every community will be among your best customers if you meet their demands with these improved correct fitting, long wearing hockey shoes.

The Samson Staple Lines offer Fall buyers shoes with the strongest selling features of value and reliable quality.



A complete line of McKays

A leading line of Heavy Staples

Unequaled Hockey & Football Boots

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

Ease" and "Triple Ease" shoes were of course their main attraction. The balance of their display consisted of a complete range of oxfords and straps in log cabin buck, satins, patents, kids and Egyptian satin with Spanish wooden heels.

Witchell-Sheill Co., Ltd., of Windsor, Ont., showed the most complete range of sporting shoes ever displayed in Canada. There was everything from a dainty featherweight racing shoe to an eighteen inch men's sporting boot. A feature of these goods is their thoroughness of material and shoemaking. The sporting shoes are made of the very best procurable smoked elk, lined throughout with calf. The hockey and skating boots for men and women are the last word on special construction necessary in these lines, being provided with long leather counters and toe protectors. They showed a full range of football, baseball and running shoes, women's riding boots, climbing boots and so forth. Mr. Perkins, the manager of the concern, who, by the way, is a Canadian by birth, was on hand during the whole of the show and made many friends as well as good sales of his up-to-date goods. The exhibit attracted a good deal of attention.

Duclos & Payan of Montreal, featured two new lines of Red Satin and Colored Elk, and a display of Williams' Shoes, made of box kip. Staple leathers and colored sides were also displayed. Waterproof counters were also featured.

The Gutta-Percha & Rubber Ltd., of Toronto, had complete displays of their lines including canvas outing shoes in high and low cuts in blacks, whites & browns. A complete showing of rubbers for men, women and children was also displayed. Heavy goods had a prominent place in the display as did the new four and five buckle goloshes for women. These, together with a representative showing of all Gutta Percha lines for the shoe trade made up an interesting exhibit.

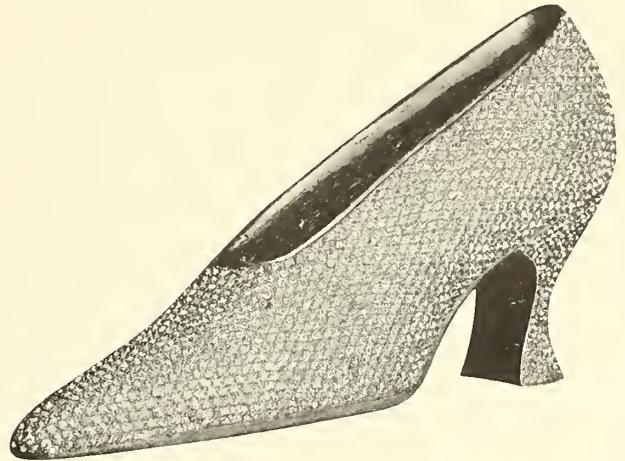
The United Shoe Machinery Co., of Canada and the **United Last Co. Ltd.**, of Montreal, shared the one booth. The U.S.M.C. display consisted of Lasting Machines, Rounding and Channelling Machines, Pull-Over Machines, Goodyear Welting Machines, Tiven Edge Welting Machines and a Goodyear Outsole Rapid Lockstitch Machine. They also showed the complete welting process from first to last, together with a display of their polishing and finishing wares. The United Last Co's display of lasts completed a very interesting and educating exhibit.

The John McPherson Shoe Co. Ltd., of Hamilton, displayed their "Nemo" a one strap button in biege and fawn kid trim. "Polo" a brown Scotch grain oxford, and a three strap cutout qtr. all patent on the "Nemo" last were also featured. An oxford on the Windsor last was also very attractive. Lightning Hitch Hockey boots in a variety of styles and a baseball and a running shoe in black kangaroo, had their place in the showcase.

Natural Tread Shoes of Canada Ltd., were located in the Belleville City exhibit, next to the shoe manufacturers' section. Mr. V. E. Taplin was on hand part of the time to greet visitors. Their line of shoes for men and women embodied their well-known ideas as to comfort and fit, worked out in patterns and leathers to suit all tastes. For women they showed oxfords and straps in browns and black, calf, suede, and other leathers, on lasts with low and me-

dium heels.

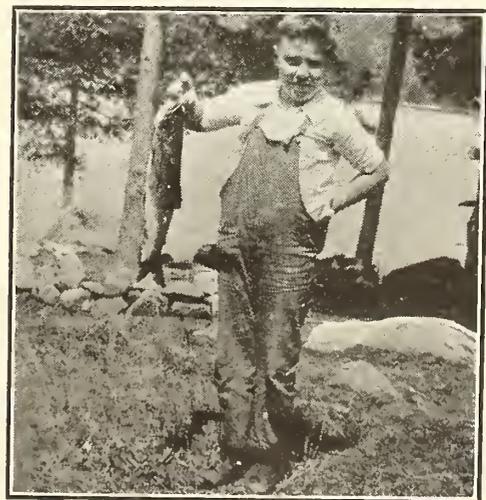
The Robt. Ralston & Co., of Hamilton shared their booth with the Baby Shoe Co., in the Belleville section, at the Canadian National Exhibition. A representative range of babies' shoes was shown including a patent and kid, four button, with a non-slip sole, and black and white, button or lace on the same last. Canadian Crown Gaiters, made of English Broadcloth with leather bindings were also displayed.



Ralston's Polishes—"A Dressing for Every Shoe"—were very much in evidence, as were felt, kid and patent boudoir slippers. Shoe store supplies, laces, etc., were also exhibited. The main attraction of the exhibit was a rhinestone slipper valued at \$1,000, and which drew considerable attention from the visitors. **The Anglo-Canadian Leather Co. Ltd.**, were located in the Manufacturers' Building as usual, where an interesting display of sole leather, tanning materials and cut soles, was featured.

Podmore & Barnes Ltd., of Northampton, England, had a display in the International Bldg., at the Canadian National Exhibition, in charge of their Ontario and Quebec representatives, the E. T. Carter & Co., of 85 Front St. E., Toronto. The display consisted of moccasin shoes for men and women and Sons O' Men, and "Wigwam's" for men and women, a new range, recently introduced.

STARTING YOUNG



Peter Doig, Jr., makes a good catch on Lake Marois, Quebec. Not bad for a youngster, Eh, what!

Dale Display Fixtures

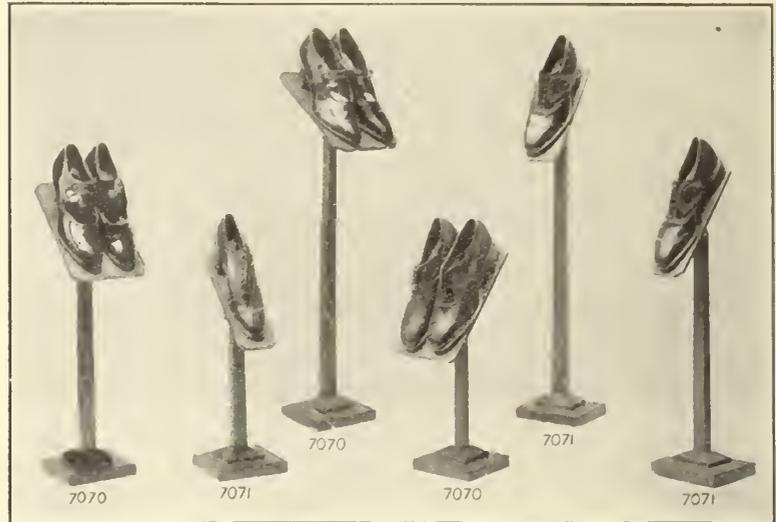
Sell Shoes

Your Merchandise on "DALE"
Fixtures is half sold.

Look through your customers'
eyes, they want to "see" goods.

We make Fixtures to meet every
pocketbook.

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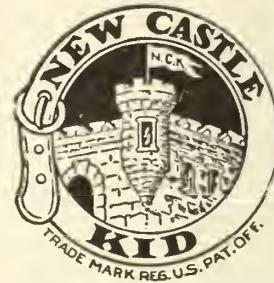
Our Factory is working to Capacity on
Boudoir Slippers



Made in India and Dongola Kid, Patent, Suede or Felts
or in any combination of colors and leathers with spring
or rubber heels, or with or without pom-poms as illustrated.
Prompt delivery on these lines.

Jobbing trade a speciality

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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. Inc.

New York

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

Among The Shoe Men



The Empire Shoe Co. have taken possession of their factory on Huron St., Collingwood, the machinery being installed last week and, it is expected, that the plant will be in full swing shortly.

Mr. T. E. Tanner, of Carnduff, Sask., is back at his business, after his recent illness.

Mr. Alf. Marshall, of the Sterling Shoe Co., London, is on a four months' business trip for his firm throughout the West.

The shoe store of Mr. George St. Leger, Bloor St., Toronto, was recently robbed of several pairs of shoes.

Mr. P. F. Thompson, owner of a shoe store at 105th. Avenue and 95th. St., Edmonton, recently committed suicide on his own door step.

Mr. George T. Secord, founder of the George Secord Hide Co., Amherst, N.S., died recently, after a long illness. Deceased was in his 82nd. year.

Mr. Edward Elliott, of Kingston, is now in charge of the repair department of Mr. M. D. Walsh's boot and shoe business.

Mr. M. E. Forster, of Caledonia, has moved into the store formerly occupied by Mr. F. Simpson.

The employees, of the Greb Shoe Co., Ltd., Kitchener, with their families and friends, recently enjoyed a splendid picnic on the Wm. Wright farm near Conestogo. Lots of good cheer, races and games were the order of the day. Over 300 people attended.

Mr. Eugene Bertrand, senior member of the firm of Bertrand & Thibault, Quebec, died on Aug. 7th. Mr. Bertrand was ill for some time, and his death is keenly regretted by his wide circle of friends, and is felt as a distinct loss by the shoe and leather trade of which he was for so long a prominent member.

Mr. G. W. Fallon was in charge of the Defender Shoe Co's exhibit at the Shoe Show during the Canadian National Exhibition, where he held forth as an expert "pedologist".

Mr. Chas. Fice and Mr. Fice, Jr., looked after the welfare of J. & T. Bell Ltd., of Montreal, display at the Shoe Show.

Mr. Fryer, of the Eagle Shoe Co. Ltd., Montreal, looked after his firm's display during the Canadian National.

The new permanent office and sample room of Duchaine & Perkins, of Quebec, is located at 23 Colborne St., Toronto, (directly behind the King Edward Hotel), and is in charge of Mr. C. A. Davies, general sales manager. Messrs. G. A. Swalwell and R. G. Boyle will work with Mr. Davies in covering the Ontario territory. Interested members of the trade are invited to call at the new sample room.

Mr. J. P. Fry is carrying Victoria Shoes for Getty and Scott, of Galt, through the Western Provinces.

Mr. Harry Tew, of the Ed. R. Lewis Leather Co., Toronto, has returned from his holidays looking hale and hearty.

Mr. Stanley Underhill, of Underhill's Ltd., of Barrie, was a recent visitor to the Queen City.

Mr. C. A. Duclos, of Duclos & Payan, of Montreal, was in Toronto for the Shoe Show.

Mr. W. Ackerman, of Peterboro, was in Toronto, recently on a short business trip.

Mr. Charles Cooper, of Charles Cooper & Son, Arthur, recently paid a flying visit to Toronto.

Mr. L. T. Payan, of Duclos & Payan, of Montreal, visited the firm's booth at the Shoe Show during the exhibition.

Mr. G. H. Ansley, of the Perth Shoe Co., of Perth, was in Toronto, for the exhibition, meeting his many friends in the shoe trade.

Mr. Jas. Rae, of Vancouver, drops off at Toronto, on his way West from Eastern Centres.

Mr. Alfred Lambert & Mr. Lambert Jr., of Montreal, visited Toronto during the Shoe Show at the Exhibition.

Mr. Summers, of the Eagle Shoe Co. Ltd., of Montreal, was personally in charge of the firm's display at the Canadian National Exhibition.

Mr. C. S. Sutherland, of the Amherst Shoe Co., of Amherst, N.S., came all the way from the coast to look the Shoe Show over.

Mr. W. H. Duffield, of the John McPherson Shoe Co., was a visitor at the Shoe Show. Mr. Duffield is gradually getting over his lameness due to an electric burn while in the hospital a few months ago.

Mr. C. E. Hurlbut, of the Hurlbut Co. Ltd., Preston, met many of his old friends at the Shoe Show this year.

Mr. Bert Tilley, of Charles Tilley & Son, Toronto, met quite a number of his shoe friends at their booth in Shoe Show.

Mr. Verne Twiss and his sister, Miss Twiss, are opening an up-to-date shoe store in Dundas.

Mr. Wettlaufer looked after the visitors at the shoe display of Charles A. Ahrens, of Kitchener, while Mr. Chas. A. & Mr. Fred Ahrens indulged in flying trips to the great fair.

Mr. Frank Williams, of the Tred-Rite Shoe Co., was in charge of the Tred-Rite exhibit, where he greeted his many friends in the trade.

Mr. Chas. Robson, president of the Robson Leather Co., Oshawa, was in Toronto for the fair, and while there mentioned his approval of his firm's exhibit, and the general success of the Shoe Show.

The smiling face of Mr. "Bill" Edwards, of Edwards & Edwards, Toronto, was seen regularly around the Coliseum during the Shoe Show.

Mr. W. J. Perkins, of Witchell & Sheill of Canada Ltd., Windsor, met many members of the Canadian trade at the Witchell-Sheill booths at the C.N.E.

Mr. F. W. Knowlton, of the U.S.M.C., of Montreal, spent a day in Toronto visiting the Show. Mr. Knowlton expressed himself as impressed with the Show and its business value to the shoe trade.

Mr. W. M. Mitcham, of the Kingsbury Footwear Co., Montreal, was in Toronto for the Ex.

Mr. J. I. Brandon, of the Brandon Shoe Co., Brantford, displayed the firm's samples at the Shoe Show.

Messrs. Ed. R. Lewis, G. V. Lewis & Harry Lewis shared the responsibilities of the Duclos & Payan exhibit at the Show.

Mr. D. F. Desmarais of La Duchesse Shoe Co., Limited, Montreal, was a recent visitor to Toronto on business.

Mr. Wilfrid Gagnon, general manager of Aird & Son, Reg., Montreal, spent some days in Toronto recently.

Mr. L. J. Breithaupt of the Breithaupt Leather Co., Limited, Kitchener, visited Montreal lately on important business.

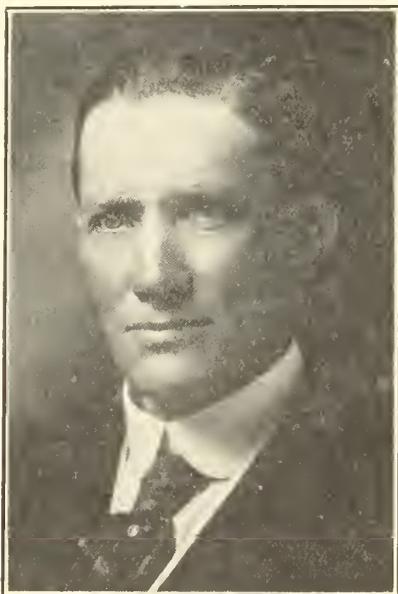
Mr. L. E. Turgeon of the Eastern Shoe Manufacturing Co., Montreal, recently called on the trade in Ontario.

Mr. Harry E. Taylor, formerly connected with the United Last Co., Montreal, is now on the staff of Aird & Son, Reg., Montreal, and will act in the capacity of assistant to Mr. Wilfrid Gagnon.

Mr. J. D. Christie, 1623 Douglas St., has an up-to-date store and the interior fitted for a good class trade was opened by Mr. Christie last April, having moved from Government Street where he was in business 15 years. Previous to this time he was in the trade in Montreal.

JOHN MARLOW & SONS LTD.

One of the most attractive displays in the British Section of the International Building, was the exhibit of John Marlow & Sons, Ltd., of Northampton,



Mr. J. F. Bentley.

England. Mr. G. H. Chapman, a director of the company, paid a flying visit of a week from England, and with Mr. J. F. Bentley, 77 Victoria St., Toronto, Canadian Representative, met many interested members of the trade, and prospective customers. A sample room was also held in the King Edward Hotel, for a week, where Mr. Chapman made the acquaintance of many Canadian shoemen. The display at the Exhibition, contained a representative



Mr. G. H. Chapman.

showing of the Marlow brands, including the famous "Waukeezi" and "Tru-Phit" trade marks. Samples



and full information may be had at the office of Mr. Bentley at the above address.

MAKING A WORLD TOUR.

Mr. Oliver Eatough, of Eatough's Limited, Waterfoot, England, accompanied by Mr. Percy Ashworth, director and secretary of the Company, has been visiting the shoe centres of the Eastern States, and is passing through Canada on a business trip around the world. Mr. Eatough and his fellow companion, who, by the way, is his son-in-law, will visit Winnipeg, Vancouver, and other points after leaving Toronto. It is their purpose to cross the Pacific to New Zealand and Australia, and after calling at South Africa, to return to England. Mr. Eatough's many friends in Canada will doubtless appreciate his visit and be glad to renew old acquaintanceship. It is some years since he paid the trade of Canada a visit.

VETERAN SHOE DEALER PASSES.

Mr. Geo. J. St. Leger, who has been known in connection with the shoe trade of Toronto for over half a century, passed away at the home of his son-in-law, Mr. S. B. McCall, 174 High Park Avenue, Toronto, on Tuesday, August 28th., at the age of eighty. Mr. St. Leger, who was born in Dublin, Ireland, came to Toronto sixty-three years ago, and was originally a foundry man by trade. He, however, started in the shoe retailing business a few years after his arrival, and developed one of the largest establishments of its kind in the city of Toronto, the original store being on Queen Street West. Mr. St. Leger was very active until recent years in social and civic life in Toronto, and was alderman for three years for St. Patrick's Ward. He was also elected mayor of the town of West Toronto in 1901, and was actively engaged in a great many public and philanthropic enterprises in Toronto, being an official member of the Metropolitan Methodist Church, and a prominent worker in the York Pioneers, I.O.O.F. and Orange Order.

Mr. St. Leger's wife predeceased him five years, and he is survived by one son, Mr. Geo. St. Leger, and a daughter, Mrs. S. B. McCall, both of Toronto. He went to Bermuda last winter and had a fall which practically confined him to the house ever since, although he was out in an automobile two or three days before his death. He was a man of strong personal convictions and opinions, and was regarded by the retail shoe trade of Toronto as the Nestor of the trade. The funeral was largely attended by prominent shoe men and a number of beautiful floral emblems were sent in by different wholesale houses in Toronto and Montreal.

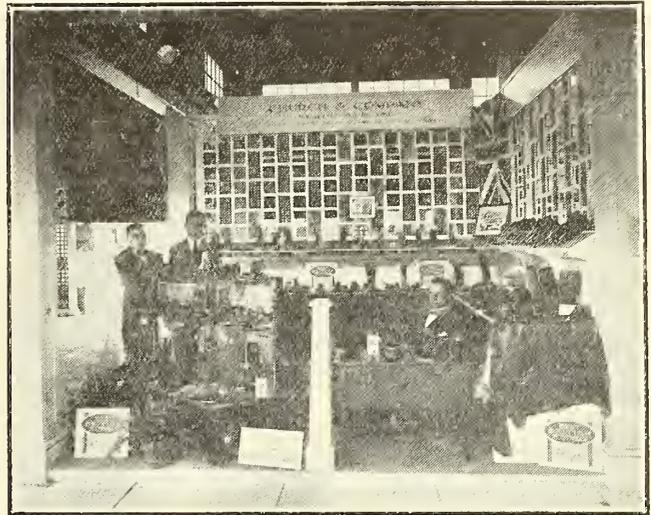
TIED UP BY THE HOME BANK.

The recent suspension of payment by the Home Bank obliged Mr. S. T. Stephens, manager of Canadian Shoes Ltd., Toronto, to shorten a combined business and pleasure trip, which had taken him to the Pacific Coast. It was quite widely known through the trade, the company was controlled by the Home Bank, and Mr. Stephens managed it for them. During the past two years under his management the progress of the business was steadily in the right direction. Under the circumstances, however, with quite an aggregate of orders on its books, the company is unable to function at least until the curator's report has been made, and the bank's affairs disentangled. Mr. Stephens has made many friends in the trade, on account of his personality as well as his business methods, who will undoubtedly sympathise with him over the position into which he and the company have been forced by conditions over which he had no control, and could not foresee.

CHURCH & CO.'S EXHIBIT.

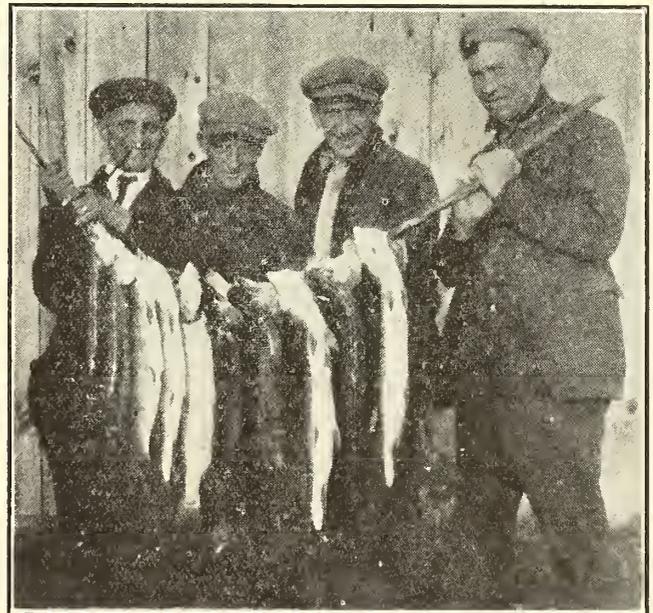
Mr. Robert D. Ayling, of 23 Scott Street, Toronto, Canadian representative for Church & Co., Northampton, England, expressed himself as delighted with the wonderful advertising possibilities of the Canadian National Exhibition. Church & Co's exhibit,

located in an ideal spot in the International Bldg., was tastefully arranged, and laid out so attractively that Vice-Admiral Seymour and Mr. Miller, President of the Canadian National Exhibition, congratulated him upon it. Mr. Ayling, who, by the way, is handling the first English line in Canada and the States, was showing men's, women's, boys' and girls' welts, embodying several new lasts recently brought-out, together with a display of spats and leggings.



LOOKS FISHY.

Mr. W. H. Brimblecombe of the Blachford Shoe Manufacturing Company Ltd., Toronto, accompanied by his friends, members of the Toronto Ball Club,



caught, or say they caught, the string of fish illustrated above, on a recent week-end fishing party at Rice Lake. The photo shows, LEFT to RIGHT—W. L. Brimblecombe, Eddie Eayres, of the Toronto Ball Club; L. J. Tuttle, Eddie Onslow, of the Toronto Ball Club, and part of the results of their trip. Mr. Brimblecombe says his friends might be good ball players, but they can't touch him at catching fish.



Hand Composing Room

For hand composition the greatest need is good light and plenty of fresh air. Here we have both, thus insuring efficiency and speed.

Acton Activities

Being No. 2 in the Series

HAND set work is always better than machine set—it has more personality behind it. The compositor who works in daylight and sunshine can always turn out a higher type of work than the man whose surroundings are gloomy. Naturally, better composition means better printing, and a more effective job. The daylight and sunshine of the Acton Composing Room is reflected in your printing by a stronger and dignified selling personality.

Sell by the Printed Word

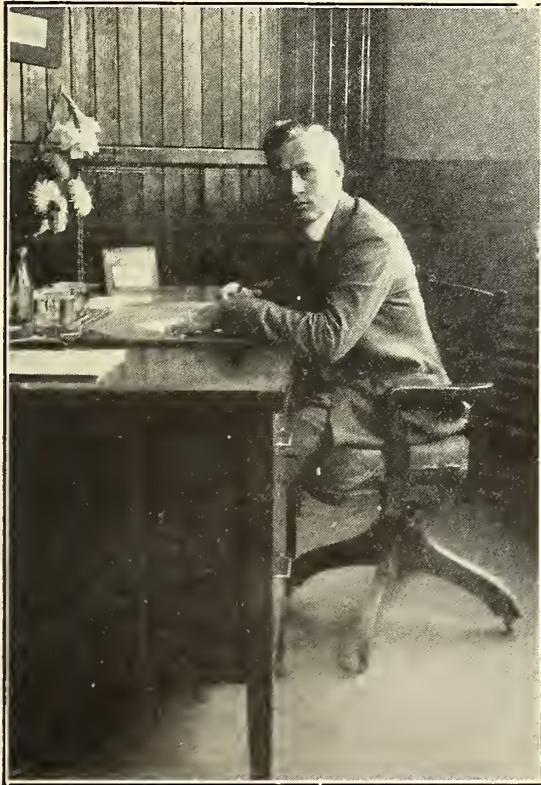


A Three-Fold Expansion

A Short History of the Growth of the Reliance Shoe Co. Ltd., Toronto.



*Mr. P. E. Rivett
President and Treasurer*



*Mr. J. P. Maher,
Vice-President and Secretary*



THE accompanying photographs of the factory, warehouse and offices of The Reliance Shoe Co. Ltd., of Toronto, manufacturers and wholesalers of men's and boys' shoes exclusively,

give some idea of the extent of the operations of the concern.

The company was organized in 1911 by the President and Treasurer, Mr. P. E. Rivett, who

is a thoroughly experienced shoe maker, having learned the trade, and having been engaged in manufacturing in Northamptonshire, which is the centre of the industry in England.

Coming to Canada as a young man, Mr. Rivett

ing boots, for which he found a ready sale in his store.

Not finding enough scope in this venture to satisfy his ambitions, in 1911 he decided to commence the manufacture of shoes on a larger scale, with the



General View of Exterior of Factory of the Reliance Shoe Co. Ltd.



Part of the General Offices



was employed for five years by The Walker-Parker Co. Ltd., of Toronto. For the next four years he conducted a retail shoe store, and while engaged in this business, had three men working for him, making boys' solid leather school boots and men's work-

result that the present company was formed. A glance at the illustrations will show the success which has resulted.

With Mr. Rivett, since the commencement of the business, has been associated Mr. J. P. Maher, the

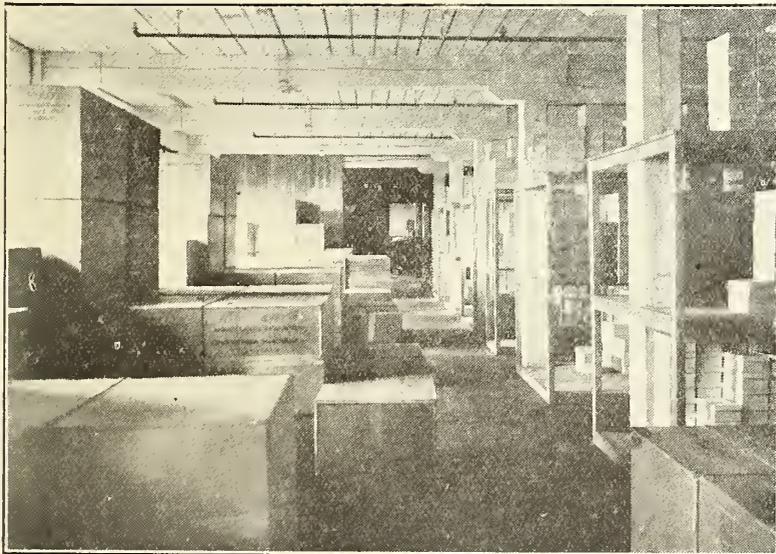
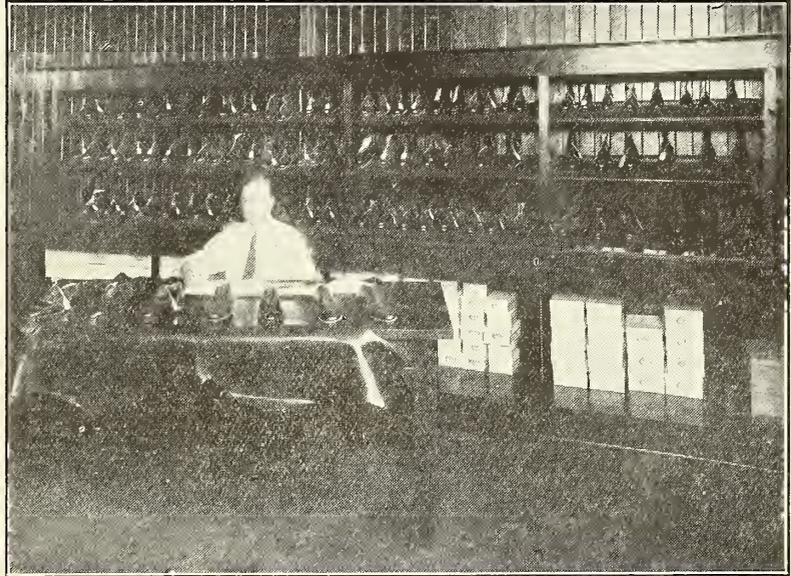
Vice-President and Secretary, and Mr. A. J. Harris, the Superintendent of the factory. And to these two is due much of the credit for the substantial growth which has resulted from their efforts.

The factory was first started in a flat at 122

long before another flat was necessary to take care of the growing business, and this being obtained, the plant was enlarged and re-arranged to give a largely increased output. The business was expanding at such a rate, however, that it soon became



*A Corner of the Sample Room
Mr. W. G. Olton*



*Part of Warehouse, Showing
Reserve Stock*



Adelaide W. But it soon became evident that the premises were far too small, and at the end of a year, the plant was moved to 350 Sorauren Ave., where a large well lighted, well ventilated flat was secured, which made an ideal factory. It was not

apparent that still larger premises would have to be secured. Therefore, when the lease expired in 1920, the directors decided to purchase a building that would be large enough to take care of their future development, and the present building was secured.

This contains four flats of eighty-five hundred square feet each, well lighted and well ventilated, and is entirely suitable for manufacturing. The flats are large and roomy, and the plant is laid out in such a way as to give every operator sufficient

Quality consistent with price is the first consideration, and the management believe that this is one of the reasons for their success.

In addition to the lines manufactured the firm carry an extensive range of men's welts, which are



Sole-Cutting Department



Upper-Cutting Department



room to handle his work without being crowded.

The firm manufacture men's and boys' McKay's and nailed shoes. The present output is four hundred pairs per day. It has always been the policy of this firm to build up a reputation for their product.

purchased from Eastern factories.

The greatest care is given to the selection of these goods in order to serve their customers with the very best value; all the details necessary to the life of a shoe, solid leather insoles, heavy gauge out-

soles, top grade linings, facings, etc., best quality counters and box trees, and a uniform quality of upper stock are specified in all lines carried.

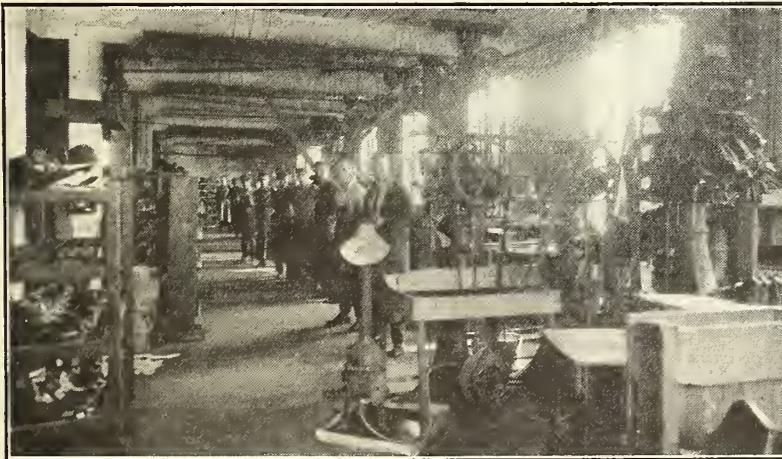
The warehouse and shipping room have been planned with a view to the easy and convenient hand-

room for the work to be done thoroughly. At the rear of the warehouse, a large space is provided for the reserve stock, which is arranged in sections so as to be easily reached when required.

At the front of the warehouse is a large, bright



A View of the Fitting Room



Part of the Making and Finishing Room



ling of stock and filling of orders. The shelves are arranged systematically and the stock is easy of access. Ample room is provided for the shipping room, so that no matter how busy this department may be it is not overcrowded, and there are lots of

show room where the samples of all the lines carried in stock are exhibited.

The sample room and warehouse are in charge of the sales manager, Mr. W. Olton, who was with a local shoe house for 17 years, and is well known to

the trade. Mr. Albert Parker, who has charge of the shipping, is also well known to the trade, having been with a local house for 20 years, part of which time he was on the road.

The travellers are all men of considerable ex-

perience, and are all live wires. Toronto and Hamilton are looked after by that genial prince of travellers, George Grills. Ontario West is covered by R. J. Orr; Ontario East by R. R. Splan; Northern Ontario by J. Jago; and the Maritime Provinces by E. L. Stewart.

The growth of this Company during the 12 years it has been in existence is indeed highly creditable. The men in charge, by hard work, earnest applica-



A Corner of the Treeing and Packing Department



Stock and Shipping Department



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Ontario by J. Jago; and the Maritime Provinces by E. L. Stewart. The growth of this Company during the 12 years it has been in existence is indeed highly creditable. The men in charge, by hard work, earnest applica-

Those Good Old Days

Are Gone Forever. What the Automobile, Street Car and Sitting Habit Have Done to the Shoe Trade. A Breezy Comment on Changing Conditions.

IN our August 15th. issue "Nemo" asked what had become of the old system of adding four to a child's age in order to find the size of the shoe and wondered why it is necessary to-day to carry triple A's whereas D and E were the only extra widths carried formerly in adult shoes.

In connection with this we have received the following facetious but witty and appropriate reply from a maritime shoeman, which we are sure will appeal to those who have followed the changes in the shoe trade in the past twenty years.

The Shoe and Leather Journal,
Toronto, Ont.,

Gentlemen:—

With reference to the article signed "Nemo" in the August 15th. issue, some of his remarks brought back old times of twenty or more years ago, when we added four to the age of the child and twenty-five per cent. to the cost of the shoes.

In those "good old days" of hap-hazard ways a shoe clerk could get three shaves a week for thirty cents and still hold his position. If he chose to wear "side curtains" he could use the thirty on his "night-off" in having a good time.

If on leaving the store at 9 p.m. he forgot to switch off the window lights and "the boss" heard about it, he would learn something of the cost of electricity the next morning.

We had smaller entrances too in those days, and used to bar them up with iron gates at night so as to prevent people from straining their eyes in peering at the shoes in the dark; sometimes at 7 a.m. if the padlock on said gates got rusty and the key refused to work, we got the horse-car conductor to help us lift them off—Siamese twin fashion, and then looked for the hammer. O tempora! O mores! Nearly everyone (especially women) greeted the clerk with the emphatic assertion that he or she had a short wide foot and to suggest anything to the contrary meant a lost sale and perhaps a customer.

The approbation business flourished, the paper manufacturers got rich and bill collectors were listed among the leading citizens.

The so-called "working" classes did not drive a four-in-hand and were not above allowing their young children to go bare-footed during the summer months which may have been partly accountable for their wide sturdy feet as they grew to maturity.

The great majority of people owning cars to-day did not spend much on hay and oats—they walked—and paid \$3.00 for "the rubber tired rig", perhaps six or eight Sunday afternoons during the year, in most cases much less frequent, as three dollars was \$3.00 and quarter of a month's house-rent. Aged people were timid of "street cars" and young folks used them on rainy days. The social glass in the days of open bar was not conducive to thin feet but empha-

sized comfort (which always meant E or EE) in the mind of the habitual drinker.

To-day we use our feet on the brakes. In these days of scientific salesmanship we say, have a chair, be seated, sit down take it easy, "sit down in front" bawls the fan at the ball games—we used to stand up, nowadays "anybody that is anybody" pays admission to the grandstand.

Our modern theatres have comfortable upholstered chairs and are the last word in extravagant luxury throughout; many people sit through two showings of a picture to rest their "tired nerves".

Struggling young couples manage to save enough one year to make the first payment on a car and if they still have their nerve and \$25.00 next year, they get a big chesterfield to flop into after long "tiresome" trips in the car.

If our churches had comfortable individual chairs instead of hard, straight-backed wooden benches there would be a great religious revival, people have such a passion for sitting.

About eighty-five per cent. of people over thirty years of age suffer from constipation due to so much sitting and even among children we find a passing of "hop-scotch" (friend of the shoeman) and "skip the rope", now thought by some of the medical profession to be harmful to growing children.

All these tendencies have an ill effect on the shoe business and perhaps on the width of our feet. We must popularize walking and "hiking" parties; shoes last too long.

This is an age of sitting down; even the motor-man on our street cars is provided with a seat (personally, I don't begrudge it). We think if we can only get people to sit down and make themselves comfortable that we can sell them something, whether it be shoes, ships or sealing wax.

They have even taken the "keep off the grass" signs from many of our beauty spots as most people now drive by in a Ford—Why walk? The cobbler shop is being ousted by the garage and the shoe business is a waning industry. Is it any wonder that our feet are shrivelling up?

Compare the hands of a blacksmith of 175 lbs. to those of the average mental worker of the same weight; are the feet less sensitive to action?

May I suggest as a trade slogan:

"WALK FOR HEALTH'S SAKE."

Primum Mobile.

American Style Notes

In the United States the strong note in new samples seems to be black. With the advent of black dresses and wraps there has been a swing towards black patent, satin and ooze in the order named. The swing towards black seems to be inevitable apart from this and patent promises to figure largely in next season's shoes, although the "woody" shades of tan and soft browns will find a large place in women's shoes. Suede in colors, especially browns, will have a larger vogue. But satins will be a close second to patents.

There is a tendency towards simpler patterns as a revulsion from the riot that has prevailed in designs and colors. Smart strap patterns in black are seen in most of the better class lines. Nevertheless

there will be enough variation especially in the brown shades to make shoe selling still a novelty game.

Black ooze trimmed with various pipings of patent and sometimes of dull kid are a feature and satin inlays are seen in some of the exclusive lines. Sand-taupe shades of ooze trimmed in the same way in taupe kid are amongst the new showings. There is quite a sprinkling of greys still in the running and will no doubt take a strong place in shoes of the better class.

The "flapper" still cuts a figure in the shoe business and some outré styles will be shown for the new season. In this class there will be a sprinkling of colors to try out the fad that seemed to develop in some districts towards the close of the summer.

In toes the medium round is favoured, there being no indication as yet of the return of the pointed variety. Heels remain about the same although there is an attempt to introduce a "cubist" heel with a square back and rectangular base. Some say that the boxwood heel will take the place of the French and Spanish heels although it is thought that the Spanish will be the most popular for the coming season.

For evening wear handsome brocades are seen in brilliant patterns in straps and in some of these gorings are noticed. The evening slipper seems to figure more largely than usual in the new showings and some elaborate and expensive designs are shown.

HOLDS BOWLING TOURNAMENT.

The Dominion Tire Company's lawn bowling club, recently held a one day tournament. Forty-four rinks, representing bowling clubs from all parts of Western Ontario participated. In the absence of the General Manager, Mr. Martin, the visitors were welcomed by Mr. J. Y. Copeland, and no efforts were spared to assure a grand day's sport. At noon the bowlers were the guests of the Company at dinner delightfully served at the factory cafeteria. All the prizes were products of the Canadian Consolidated Rubber Company's factories in Kitchener. It was a happy incident that a shoe factory quartette captured first prize, a "nobby" automobile to each player, taken by the renowned Parker-Steel Shoes aggregation of Preston, skipped by P. McGrath. Second prizes, "U" tread auto tires, went to C. Heath's rink, of Stratford; third, fifty foot lengths of garden hose, to D. Spiers, of Hamilton Victorias; fourth to J. B. Brown, of Fergus, hip boots; and fifth, hunting boots to a Dominion Tire rink skipped by L. Dahmer. The Dominion Tire tourney has now become an annual fixture eagerly anticipated by the bowling fraternity in this vicinity.

VANCOUVER NOTES.

Although trade during July was apparently quiet, looking at it from the surface, upon making up their books many found it an improvement upon the same month last year. It is now the middle of August, which is also a quiet month, and everybody is anxiously looking for the end which usually closes the summer holidays, and residents return from camp life, and children return to school, when there is anticipated a rush for new foot wear and the reconditioning of the old ones.

Vancouver has been blessed with about six weeks sunshine, many members of the trade taking the opportunity to go on their vacation.

Mr. F. W. Partington was spending some two weeks at Buccaneer Bay with his family.

Mr. C. Vage of the B. C. Leather and Findings was also on vacation.

We are pleased to state that Mr. A. Scoton, who underwent a serious operation, is now convalescent and again attending to business.

Mr. C. Sharp of Victoria Road is installing a new power finisher and Champion stitcher.

Mr. J. Ross has opened a new stand on Sunsmuir St. Mr. Ross is late of Coronation and Edmonton, Alberta.

Mr. Hart who has been in business a short time on Broadway W. has returned to Neepawa to take up his old position as manager of the Repairing department of the Neepawa Harness Co.

Mr. G. Morris of the Goodyear Shoe Repair, Pender St. has installed a new and novel cash register made and fitted expressly for the repair trade, being equipped with a sufficient number of push buttons which are marked to describe the kind of repair, at the same time the cash is registered for the work done.

Mr. T. Wilson of Broadway W. found it necessary to call in the aid of the fire brigade to extinguish the fire that broke out when lighting up his stitcher. An unfortunate accident occurred upon the arrival of the brigade. The fireman had just entered the premises with the hand chemical apparatus when the lid of the apparatus blew off, striking the ceiling and rebounding and striking the fireman on the chest with such force as to knock him hors de combat, necessitating his removal to the General Hospital.

An unfortunate accident overtook the five year old son of Mr. Alexander, clerk at the Clapp Shoe Store, Main St., when an unused radiator fell upon him and broke his leg above the knee.

Mr. Ball of the Ball Shoe Store has left to take up a position at Los Angeles.

Mr. J. Tewnton of Kingsway has been spending his holidays in Seattle and Portland.

An interesting marriage took place between Miss B. Russell Whitson and Patrick John Campbell. The bride recently arrived from Leslie, Fifeshire, on the S.S. Metagama, via Montreal. The bride was attended by Miss Isabel Campbell as bridesmaid and Archie a brother of the bridegroom acting as best man. The Rev. Mr. Archibald officiating.

The anticipated drop in sole leather was welcomed by the trade as was also the separation into three divisions. There is room for improvement in that matter yet.

The reduction on the cut stock opens up the old controversy respecting shape. Many of the users of cut stock cannot understand why manufacturers cling to the obsolete pattern of straight form. That cut of sole was no doubt useful some fifty years ago, when men's and women's footwear was made straighter.

The Canadian manufacturers have sadly been neglecting taking notice of the great change that has been made in the form of modern boots, and their keeping abreast and moving with the time. The cut sole that is put on the market to-day is far too short on the outside joint and too narrow at the ball to allow the sole to be twisted to conform to the straight form from the ball to the toe. Much more cut stock would be used by the trade were manufacturers to modernize their pattern.

The Shoe Repair Man

Going After Business

THE repairman may almost be tired of hearing people advise him to "go after business." Many of the trade have been going after it, and getting it. Others have not been so successful, possibly on account of weakness in their methods. But the fact remains that there are a great many shoe repairers who have not gone out after business, either because they do not know how, or have not tried.

Two recent ideas from across the line may be of interest at this point, both of which are described in "Shoe Findings."

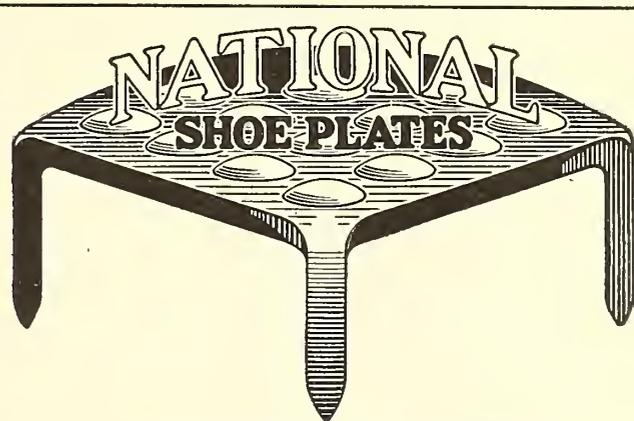
Mr. M. Ziskind, of the Berkshire Leather Co., Pittsfield, Mass. tells how he organized a co-operative campaign in his city. While the results are not available, the idea is worth looking over. Mr. Ziskind says:—

"I called a meeting at my store of the shoe repairers of Pittsfield and vicinity and had quite an attendance. The plan laid before shoe repairers was to advertise the advantages of shoe repairing in a way that the public should get acquainted with the shoemakers' side of the question. Such an 'AD' would have to be quite a prominent one, and was beyond the financial means of any individual, but collectively, a plan of this kind could be put through at very little cost to the individual. My idea was to take from one-quarter to one-half page in our local paper, once a week, state our arguments in same and recommend to the public the repairers who assisted in this movement whose names were printed below the 'AD.' The cost of each insertion to each repairman was \$1.00 per week, the 'AD' to be run once a week.

"In explaining this matter, I had to meet different arguments from the men present, but feeling myself on sure ground I was able to convince every man present of the necessity of joining in this movement and received \$5.00 from each man, which would keep him paid up for the first five weeks, at the end of which time we are to hold another meeting. Those who did not attend the meeting were seen, and in almost every instance where I called I added an additional contributor to this movement. Very few refused to join and those who did were financially in such circumstances that I could not blame them for staying out and could not urge them very strongly to join this movement.

"It is absolutely necessary for a movement of this kind to be started all over the country if shoe repairing is to hold its own and get back what it has lost. Statistics that we read about in the different trade papers tell us that 50 per cent. of the shoes made never reach the shoe repairers. This is the time to get after that business that the shoemaker has never received before and if a certain portion of that business can be brought to the repairman it will help conditions considerably.

"I also found in my talks with the different repairmen that very few of them are able to talk convincingly upon the real merits and advantages of shoe repairing, to their customers. They have been so busy learning their trade and trying to take care of their work that it seems they have never read up the way they should, so as to be able to talk to their trade intelligently. For instance, I was very much surprised to hear one of my customers tell me that it is no wonder that people are not repairing shoes to-day, for the simple fact that during the war they were buying shoes and paying all the way from \$12 to \$20, while to-day they could get the same shoes for \$4.00 to \$5.00 per pair and in some cases as low as \$3.00. This repairman absolutely believed, and it is surprising, coming as it does from a repairman, that the same quality shoe sold at peak prices during the war can now be purchased from \$12 to \$15 less per pair, while repairing prices have dropped very little. If a repairman can believe this, certainly a good many people going into the shoe stores which sell mostly very cheap shoes will fall for this line of argument when waited on by unscrupulous shoe salesmen. This is simply one reason why the public must be given our side of the argument, as we cannot very well depend upon the repairmen to do this



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day.

Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" 2:	"	10	"	"	"	"
" 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

work by word of mouth and even if they were able to handle this situation, there are numbers, running into thousands in each vicinity, that never visit the repairman, so never get a chance to hear what he might have to say.

"Another curious incident was when I called on one man who had been in business for the last 40 years and who slyly remarked that he had his trade, and he would get the benefit of such advertising anyway, whether he contributed or not, so the writer asked him whether at any time during his life he ever accepted any charity, and he promptly replied 'No.' The writer then asked him why start in now. He saw the point and promptly paid in his \$5.00."

The first advertisement used read as follows:—

**DOES IT PAY
TO
HAVE YOUR SHOES
REPAIRED?**

Have you ever stopped to consider why a pair of repaired shoes wear considerably longer, as far as the soles are concerned, than the original soles that came with your shoes?

The up-to-date repairmen use nothing but the best of sole leather in the re-building of your shoes. Long wear and quality stock are their main objectives, while the majority of shoe manufacturers are mainly anxious to turn out a shoe at a certain price.

This condition compels the usage by these manufacturers of inferior materials, which is one of the main reasons why your soles wear out, while your uppers remain almost as good as new.

It is absolutely healthful economy to acquire the habit of repairing your shoes, because at an expense of \$1.25 to \$2.00 you will have your comfortable used shoes returned to you with at least FOUR to FIVE times the wear in them, than when they were new.

The same principle of economy applies to the most expensive shoes made, because for the same expenditure of \$1.25 to \$2.00, your shoes will be returned to you, very likely, with more wear, than when you first bought them, at a saving of at least \$8.00 or more; if you had to buy a new pair, therefore:

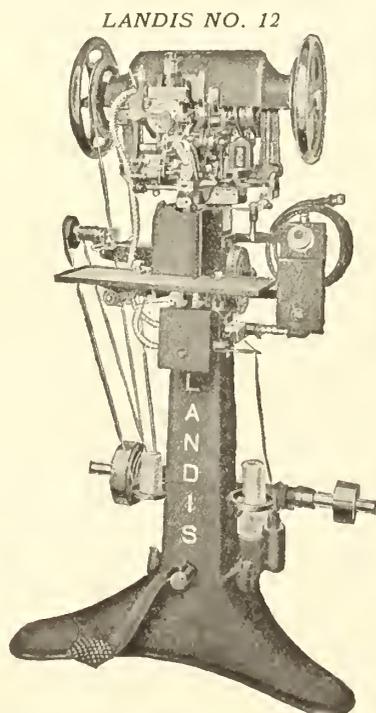
**SHOE REPAIRING
DOES PAY**

You certainly have some shoes around the house that need repairing, NOW, while you think of it, get them out, and bring them in to any of the shoe repairer men listed below. They conduct the responsible shops in your locality, and they will gladly take care of your shoe repair needs:

Going After It Direct

Addressing the Finders at Detroit recently, Mr. Norman Shaffer of Chicago described his own experience as follows:—

"I wanted to find out whether I had theory or facts. I took over a shoe repair shop that was bounded on the rear by a graveyard—we didn't hope to get much business from that particular section. On the left hand we had a railroad track that was elevated. Immediately in front of the shop was another railroad track that was electric. On the west of that shop was another railroad track. The possibilities of getting business in this particular location



LANDIS NO. 12

Model D

OWN YOUR OWN

LANDIS Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S.

Hamilton, Ont., Can.

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Company

Second and Gano

St. Louis, U. S. A.

were not encouraging.

"The man who was in that particular shop made somewhat of a success of going out and taking in shoe store work. We thought he had gotten somewhere. But one day there was a crash, and I was left holding the bag to the tune of \$900 on that gentleman. I want to tell you that this was not such bad business on my part as it may seem to you, for the reason that he was buying from me for every month, for over one year, from \$900 to \$1,000 worth of merchandise, and he was paying me at the close of every month, and I was left with one month's account.

"To get my money out I took over that particular shop. I did it for two reasons: One was to get my money out, and one was to prove whether I had theories or facts. I employed a solicitor, the best solicitor that I could get my hands on. I paid him a ridiculous amount; I paid him thirty cents on the dollar on the first job he brought in from the first customer. I told him to go out and sell, a shoe rebuilt, and not half-sole. I told him to sell a pair of laces; I told him to tell the people the shoes would be polished, that the comfort of the old shoe would be left there.

"Right here I would like to add one thing. You may talk as you will about the desire on the part of the consuming public to have a shoe that is dressy and one that has class to it, and I am going to agree with everything you say on that, but I am going to tell you that my experience in practising along the lines of taking care of feet taught me something—I took that course.

"I find there is an amazing number of people of this country—about ninety per cent.—who have foot trouble of some kind, and how they love that good, old shoe that has been broken in and they are going

to stick to it as long as they can stick to it. Our trouble is lack of salesmanship in shoe repairing. We have the greatest message to hand to the consuming public that was ever told to a consuming public, and we are so sound asleep that you can hear a snore from the entire lot of us, and I don't care who you are.

"To prove that I am right I want to say this, that this worthy solicitor that I employed, giving him 30 per cent. on the first pair of shoes that he got from a home, with the understanding that on the second job he got but 20 per cent., and that every job that was brought in must be listed in a book that I had there for the purpose, with the party's telephone number, their name and their address. To make sure I was getting the correct number and address, I did not allow him to deliver the shoes. He brought them in and (about at \$3.50 per week) delivered them and checked up on that particular person's name and telephone number. I wanted that list to prove that there are shoes lying about the homes by the hundreds, by the thousands of pairs in every city in this country, and they are waiting to be repaired and the people are prepared to give them to the man who knows how to do his work so they can wear that shoe with some degree, at least, of comfort.

"That man only worked two hours a day for the first couple of weeks. I had a man who could turn out \$200 a week on present prices, and he was working for me in that repair shop. In the first couple of weeks he was taxed to his capacity and he finally said, 'I will quit the job if you bring in any more shoes. That is enough!' He brought in as high as \$15 out of a home, of shoes and he came back with a load that a camel would do credit to carry, every day of shoes. He only did about two hours' work a day and he

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. **THE ESSEX HOTEL COMPANY** T. A. McCarthy, Tres.
Telephone Liberty 3520 Cable Address ESSEXO

BOSTON, MASS.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

OOZE, FLEXIBLE And WAX SPLITS FOR HOME AND EXPORT TRADE

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

drew as high as \$42 in a week for soliciting a couple of hours each day.

"The shoes are there. How are we going to get that shoe repairing? We are going to get it by selling to the people an idea that is truthful, gentlemen! There must be none of the 'spearmint' idea that made a millionaire out of a chewing gum and built for him one of the most beautiful buildings we have in the city of Chicago. That may be sold to the people, the idea of chewing gum to whiten up their teeth. He told the ladies it would cure their indigestion, and he told them that it brings back the color to the cheeks and color to the eyes.

"We have got a message that is 100 per cent. true, and we can sell it, too.

"How many of you men sitting here are sold on shoe repairing yourselves? I wouldn't be afraid to wager there is a very small percentage of the leather men who are sold on shoe repairing at all."

BOWLING ENTHUSIASTS AT PARKER-STEEL CO.

A much appreciated addition to the recreation facilities of Preston is a splendid lawn bowling green built by the Parker-Steel Shoes, Ltd., adjoining their factory. Work on this green was started last Fall, under the supervision of Mr. Parker, an enthusiastic bowler; and it has just been opened for play. There are four twelve foot greens of standard length and great care was exercised in laying a proper foundation after which the surface was sodded. Careful attention and constant care has quickly brought the green to a high state of perfection and it already is the equal of many bowling greens of many years' culti-

vation. The green is superbly lighted and all who have bowled on it pronounce it to be superior in that respect to any similar green in Ontario. All the expense of making and care of the green has been borne by Parker-Steel Shoes, Limited, and the recreation centre is for the exclusive use of their employees, except when entertaining visiting bowlers. To further encourage the sport and for the benefit of their employees the company imported direct from Scotland two dozen sets of Taylor's best bowls. An inter-factory club has been formed, with Messrs. Harry Steel and S. H. Parker enthusiastic members. The foundation of that club was celebrated by a rink going to Kitchener and capturing the Cleghorn cup, a single rink competition much coveted in this district, and they have successfully defended it on several occasions since. This week they entertained four rinks from Kitchener and although most of their players are just learning the game they won from the trundlers from the neighboring city. Besides the above mentioned chiefs of the organization the Parker-Steel aggregation includes such well-known bowlers of fame as Paddy McGrath and H. Lumby.

Shamming Service

A Friend of the Shoe & Leather Journal sends us the following Editorial that appeared in a recent issue of the New York Journal of Commerce. It is timely and to the point:

WHEN money had twice its present purchasing power, bricklayers were not regarded as first-rate workmen in the smaller cities of the country, unless they could lay approximately 2,000 bricks a day in an eight or nine-hour day, and considered themselves well paid at 30 cents an hour. Top grade workmen readily placed 2,200 bricks a day.

"At the present time, under union rules adopted for the deliberate purpose of defrauding contractors and builders, workmen are restricted to 600 or 800 bricks a day at a wage that would be excessive for an honest day's work. A business item, wired out of Philadelphia under date of July 31, is as follows: 'In an effort to complete a new home for a favored customer by September, local contractors recently offered a bonus to the bricklayers for all bricks laid over 800 a day, which had been their average. Without overtime, these workmen now are averaging 2,200 bricks a piece a day.'

"Two thousand bricks is an honest day's work for a competent workman. The union policy of laying only 800 or less is exactly what it appears to be, a deliberate steal. With such practices going on in all the trades, the morals of organized labor can fitly be characterized as abominable. With an abundance of work in the building trades, and urgent necessity crowding builders and contractors, the studied policy of restricting a day's work to less than half its honest service can be described by only one word—despicable. What can be the future of trades so corrupted, and of workmen who thus conspire to rob their employers of honest service?"

Edwards & Edwards Limited

TANNERS OF
SHEEPSKINS

FOR
SHOES GLOVES
SADDLERY
UPHOLSTERING
BAGS AND SUIT CASES
BOOKBINDING
FANCY AND
NOVELTY GOODS
SKIVERS
EMBOSSSED 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

CONDENSED ADVERTISEMENTS

WANTED—By experienced shoeman, position as buyer and sales manager with a wholesale firm. Can furnish first class references as to character and ability. Apply Box No. 125, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

WANTED—Shoe Repairing business in good town or small city. Living apartments with store preferred. Box 126, Shoe & Leather Journal, 545 King St. West, Toronto, Canada.

TRAVELLER for Eastern Ontario for Ladies' McKay line. Apply box 124, Shoe & Leather Journal, 545 King St. W., Toronto.

A Children's medium to high grade line of shoes open as side line for Province of Quebec, including Montreal, on commission basis. This line is one of the best selling propositions in children's shoes. Apply box No. 123, Shoe & Leather Journal, 545 King St. W., Toronto.

AGENT—To carry our high class shoe polish and dye. Sold by shoe stores only. Commission basis. Dandy Specialties Co., Ridgeway, Ont.

GENTLEMAN, living in Central England, having thorough knowledge of Leather Trade and good connection in the Gloving Districts, desires to represent reputable firm of light leather tanners. Address Z.Y. 853, c/o Deacon's, Leadenhall St., London.

HIGHLY EXPERIENCED RETAIL SHOE MAN, qualified to hold a seniority or managership is open for a position. Willing to handle stocks for assignees and bankrupt stocks offered for clearance sale or would take charge of Foot Comfort Department. Would also consider a resident sample room proposition. Writer has a thorough knowledge of shoes and a complete understanding of retail merchandising. For further particulars apply Box, 114 Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

WANTED—For Toronto, Montreal and large towns in Quebec and Maritime line to be carried with high grade women's Welts and Turns. Only Best Grade of accounts called on. Box 113, Shoe and Leather Journal, 545 King St. W., Toronto, Ont.

POSITION WANTED

All round Shoe Maker and Repair Man, used to machinery. Could take full charge of Retail Store or Repair Shop. Open for Position at once. Box 122, Shoe & Leather Journal, 545 King St. W., Toronto.

WANTED—For Toronto and Western Ontario. Line of men's welts or women's Med. Priced McKays or Turns. To carry with a line of women's Medium Priced welts. Guarantee A. I. accounts. 17 years travelling in Ontario. Apply Box 121, Shoe & Leather Journal, 545 King St. West, Toronto.

WANTED—By Salesman with good connection in Eastern and Northern Ontario, Manufacturers' lines or position with Jobber. Can start at once. Box 118, Shoe & Leather Journal, 545 King St. W., Toronto.

SHOE BUSINESS FOR SALE—In town of Morrisburg, good location, stock clean, will sell at a bargain, write A. M. Tupper, Morrisburg, Ont.

WANTED—Two wide awake salesmen, one for the lower Maritimes, and one for Northern Ontario, to carry up-to-date line of shoe findings and novelties. Must have good connections and best references. Commission basis only. Apply at once with all details in first letter. Box 119, Shoe and Leather Journal, 545 King St. West, Toronto, Ont.

Agency Wanted

Whitney & Westley, Ltd., of Burton Latimer, Northamptonshire, England, desire representation of their goods in Canada and are prepared to open negotiations with a first class buying agency. Manufacturers of Gents' Best & Medium Grade Welted & Machine Sewn Goods at very competitive prices. Sole agency can be arranged.

WANTED—Three or Four foot "GEARLESS SOLE CUTTER" immediately for cash. Please state lowest price. Box 120 Shoe & Leather Journal, 545 King St. W., Toronto.

Victoria has its quota of shoe stores. The magnificent building of the Hudson's Bay situated on Douglas Street, which was opened about two years ago has a well proportioned shoe department on the main floor, fitted in an artistic but simple manner with mahogany fittings and an ample display of good footwear in glass show cases around the department—also an X-ray machine, which is found very useful in demonstrating to their patrons the necessity of perfect fitting of footwear, especially with children. This department is under the able and efficient management of Mr. M. R. Stewart, whose gentlemanly and courteous manner has made him many friends during the short time he has been in Victoria, and has helped to make the shoe department of this store a success. Mr. Stewart is ably assisted by Mr. Baker also an experienced shoe clerk.

Turn Into Money

*Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.*

**R. G. Dun & Co., 38 King St. W.
TORONTO**

*The Collection Service, which has been
proved most satisfactory by all users of it, is*

OVER 70 YEARS' RECORD OF EFFICIENCY

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 Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

BRANCH WAREROOM

553 St. Valier Street, Quebec City

RICHARD FRERES, Agent



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

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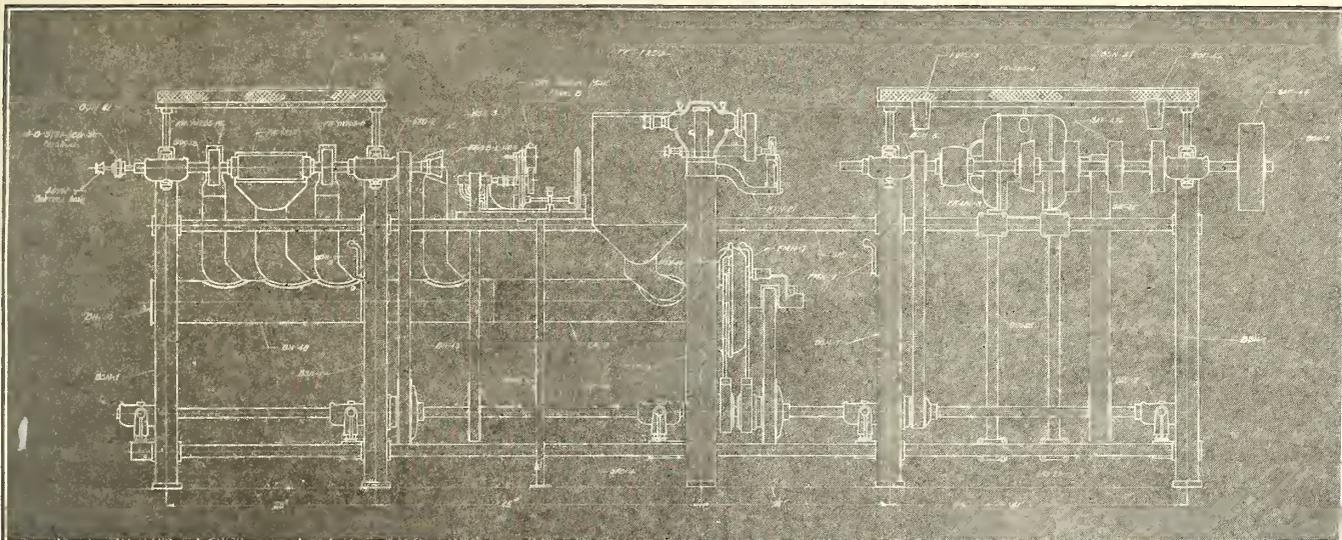
"We deliver what you buy"

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Mention "Shoe and Leather Journal" when writing an advertiser

SECURE THE UTMOST FROM YOUR FALL SHOE REPAIRING BUSINESS BY USING A



Photographic Reproduction of 12ft. Shoe Repairing Outfit Assembling Blueprint As Used in our Montreal Factory Illustrating the Care Taken in Planning and Executing Each Feature in Goodyear Shoe Repairing Machinery.

GOODYEAR WELT SHOE REPAIRING OUTFIT

THE OUTFIT THAT IS BUILT UP TO A STANDARD
NOT DOWN TO A PRICE

The Most Economical Because The Most Productive And Reliable

There Is A Size That Will Exactly Meet Your Requirements

Installed On Terms That You CAN Afford

Ask For Our Latest Catalogue—It Describes The Complete Line

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY
MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S

QUEBEC
28 Demers Street

Comparison

Proves

Clark Bros.

Shoes

The Extreme

In Value

\$ 5 . 00

*is the popular price at
which you can sell Clark
Bros. Pumps and Oxfords*

You don't have to cut prices to meet to-day's demands in shoes.

Without narrowing your margin of profit, without risking your reputation on inferior merchandise, you can SELL Clark Bros. Shoes at such attractive prices that the many value-seeking buyers will be your customers.

Our salesmen are now out with our new samples in staple shoes, and the most up-to-date line of wood heel novelties we have ever shown. It will be to your advantage to see them.

CLARK BROS., Limited

St. Stephen

N. B.

THE SHOE & LEATHER JOURNAL

*Another Astoria
Achievement*



The Zip

When you sell Astoria Shoes you sell satisfaction.

SCOTT-McHALE Limited

LONDON

CANADA



576. Fine Brown Glazed Kid Tarsal-Ease Blu. Oxford, Welt Sole Tarsal-Ease Last 112.

\$7.30



565. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford, Welt Sole Tarsal-Ease Last 112.

\$6.75



562. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford, Welt Sole Tarsal-Ease Last 107.

\$6.75



181. Fine Glazed Kid Tarsal-Ease, 8 1/2 inch Bal. Welt Sole Tarsal-Ease Last 112.

\$8.65



578. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford, Welt Sole Tarsal-Ease Last 117.

\$6.75

SIZES:
 AAA 4 to 9
 AA 3 1/2 " 9
 A 3 " 10
 B 2 " 9
 C 1 " 10
 D 1 " 9
 E 2 " 8
 578 also carried in
 AAAA 5 1/2 to 9



178. Fine Glazed Kid Tarsal-Ease, 8 inch Bal. Welt Sole Tarsal-Ease Last 107.

\$8.55



In-stock Lines

Why not build up a permanent profitable business by concentrating on such shoes as these? Our In-stock Department helps you to do it without obliging you to carry a heavy stock.

If there is no Tarsal-Ease dealer in your town why not avail yourself of this service by applying for the agency?

SMARDON SHOE CO., Limited, MONTREAL

SMARDON TARSAL-EASE SHOES
 Clothe the feet with every reasonable regard for comfort and elegance, and yet—attaining their highest development—the feet are preserved in the fullness of their strength and beauty.

Sizes 9 1/2 to 10—50c. extra



Holding What You Have

REPEAT sales, or the very existence of your business, depends largely on how well you satisfy your customers the first time. Not only must the first sale be satisfactory, but the standard must be maintained or the customer will lose faith and go elsewhere. This question of service applies to retailer and manufacturer alike. That is why so many retailers demand, and so many manufacturers will use nothing but

Davis Calf

Because it is mellow, combines an attractive appearance with a cutting economy that appeals to the careful manufacturer

Davis Colored Calf

all the latest shades of red and brown.

Black Dominion Calf

Lasting quality with a brilliant finish, a very popular Davis Calf.

Davis Boarded Veals

A leather unsurpassed for medium priced shoes. It has the style snap and the ability to wear Three colors.

Black Kangaroo

A light weight upper leather. Will not chip or peel. Has the strength and wear of calf

DAVIS LEATHER COMPANY
LIMITED
NEWMARKET, ONTARIO
CANADA.

D & P

COUNTERS



This year the D. & P. organization is fifty years old,—the oldest counter manufacturing concern in Canada and the largest in the British Empire.

This enviable record is full of meaning to the buyers of Counters. It not only means that D. & P. Counter production keeps step with every advancement of shoemaking, but that D. & P standards of quality are unrivalled and are everything that good shoemaking demands.

D. & P. UNION THREE PIECE COUNTERS

The light, strong, flexible durable Counters specially made for Women's shoes,—filling a most important need in today's shoemaking. An exclusive D. & P. specialty.

D. & P. FIBRE COUNTERS

The counters of highest merit in durability and fitting features. Guaranteed to outlast the shoe.

Also supplied in various grades, each serving a particular purpose from fine to staple footwear.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:—Ed. R. Lewis Leather Co.

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

LEATHERS

D
&
P

*Chrome
Bark, Retanned
Colors and Black*

While the VALUES offered in D. & P. Upper Leathers mean special advantages in shoe manufacturing to-day, of just as great timely interest and importance is our range of popular COLORS.

We are specializing in the different shades of fashionable colors, in chrome or vegetable tannages. These leathers are specially adapted for women's footwear, and are the ideal leathers for Stitchdowns, not only beautiful in color but superior in texture and finish.

Brown Blue Red Champagne

These shades as featured by us set the vogue for footwear colors for the coming Season, and will make shoes leaders in style and in sales.

Before doing your leather buying for your new lines get our samples and quotations.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:--Ed. R. Lewis Leather Co.

For Quebec City:--Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser

Sheepskins - Fancy Leathers



50 Per Cent. Increase For This Season

Which shows we are headquarters for fancy leathers and have all the latest up-to-date designs for Shoes, Gloves, Novelty Leathers and Sheepskins practically for any purpose.

Edwards & Edwards Limited

Head Office

79 Front St. E., Toronto

Tanneries

Woodbridge, Ont.

Ontario Representative; A. W. Puncher, Kitchener

Quebec and Maritime Provinces Represented by
John McEntyre, Limited, Montreal, Quebec

Choose “GUTTA
PERCHA”
RUBBERS



Because--

They are good for you, as a merchant; because they have a positive record of good sales and gratifying profits and will make sales and profits for you.

They are good for your customers; because, like all “Gutta Percha” products, they are made from the best materials obtainable, by expert workmen under experienced and capable supervision.

They are best for your business because your satisfied customers multiply your trade and return to repurchase and so build your future.

When you sell “Gutta Percha” products you are backed by the name of an old, established house making reliable, satisfactory goods for many years; a house that backs the trade, and earnestly co-operates with you in many ways, including advertising in over 80 publications, to help you sell.

“Quality all Through”

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast

From Your Distributor or Our Nearest Branch

Great West "Coldproof" Felts



Great West "Coldproof" Felts are known from Coast to Coast for their ability to build business. Our expert methods from the making of the felt to the finishing of the shoe, allow only the highest grade of materials and workmanship to be built into our products. "Coldproof" Felts excel in style, fit and wearing quality, and live up to their name as a warm, comfortable shoe. 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



The Insole That Banishes Foot Troubles

Because of its porous nature KENDEX absorbs perspiration but does not retain it, allowing it to evaporate and leave the feet dry and cool, and free from sting or burn.

It channels perfectly, holds stitches firmly, will not harden or crack, and produces those two most sought-for features in a shoe,—COMFORT and WEAR.

MIDSOLES

for shoes of greater stability

Manufacturers are finding our MIDSOLES a very important factor in better shoemaking. Used between the welt and the outsole they add reinforcement to the strength of the shoe right where it is needed most,—between sole and upper. They are absolutely uniform, trim even with the edge, neither swell nor shrink, and hold the stitching.

Some of our Lines

Kendex Innersoling	
" Sock Lining	
" " "	Felt Backed
" Slip Insoles	
Kaneva Innersoling	
" " "	Felt Backed
" F Sock Lining	
Heel Pads	
Piece Felt	

Give your new lines all the selling advantages possible by using Kenworthy products in your shoemaking.

Samples and Quotations will be Promptly Furnished

KENWORTHY BROS. OF CANADA, LIMITED

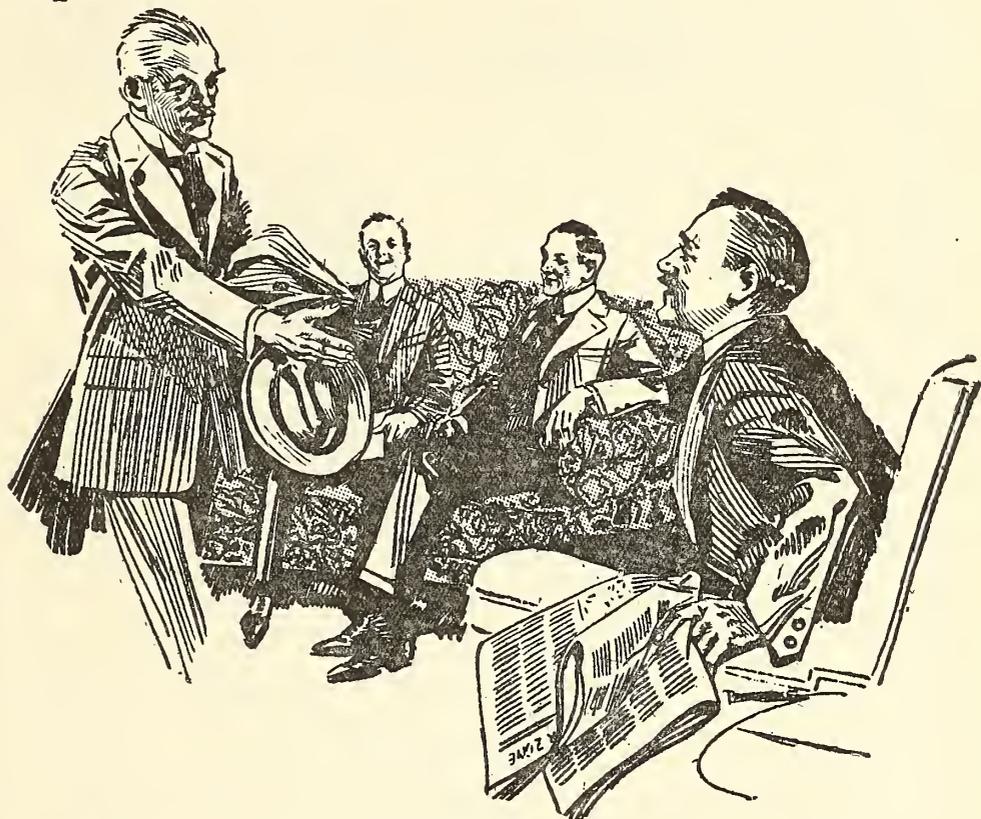
St. John, Que.

Montreal Office, 224 Lemoine St.

Remember "The feeling of the feet is reflected in the face." Wear Kendex

Open To All

“Come on
Boys
Let's win
some easy
money”



Tetrault's Want Catchy Names

for their new Line of Women's Shoes, and are offering **FOUR CASH PRIZES** for the best names submitted.

1st. PRIZE \$25, 2nd. PRIZE \$15, 3rd PRIZE \$10, 4th. PRIZE \$5

The contest is open to anyone connected with the shoe trade in Canada,—and closes Nov. 1st., 1923. Each person may submit any number of names, but each name must be submitted on a separate sheet of paper with the sender's name and address written on the back.

The name should be short, distinctive, dignified and appropriate.

Take a little of your spare time and concentrate your imagination and thought on this. Submit one of the four best names and you not only win a nice little cash prize but you have the honor and satisfaction of naming one of

CANADA'S MOST POPULAR LINES
OF WOMEN'S FOOTWEAR.

TETRAULT SHOE MFG. CO., LIMITED

MONTREAL, QUE.

Largest Manufacturers of Shoes in Canada.

The Standard Tackless Style-Shoe

WILSON MARK TRADE SEWED

Stamp on the Sole

STANDARD—because many factories and millions of well-shod feet have tested Wilson Sewed shoes, here and abroad, for four years. The Wilson process of shoemaking has set a new modern standard by making practical light, flexible, tackless, close-edge shoes that combine style, economy and service.

ECONOMICAL—because your regular manufacturer can make Wilson Sewed Shoes for you—dainty yet durable tackless shoes—on his regular lasts, with his present machinery, plus only trivial additions to his equipment.

BETTER TO SELL—and better to wear—because they combine new selling features with McKay-economy, welt-strength, turn-daintiness in flexible, tackless shoes. They satisfy the modern woman's style-desire for all seasons—and give greater per-dollar service.

To All Manufacturers

It costs nothing to find out how economically you can make tackless, flexible, close-edge Wilson Sewed Shoes—using your present equipment. Just write us what you're equipped to make now.

**The trend of the times is
toward Wilson Sewed !**

Address all Inquiries

Wilson Process Incorporated

Canadian Pacific Building

City of New York



Brevity is the soul of snap-judgments!

As long as facts, information, and news hold out in any subject you and I are vitally interested in, there's no excuse for brevity. And if these pages have omitted anything you think you should know about Wilson Sewed shoes and why they are tackless, stylish, comfortable, serviceable and better to sell, ask me questions and I'll write you a letter long enough to do the job properly.



I could blare at you in big, black letters, "Ask Your Manufacturer for Wilson Sewed Shoes—They're Tackless in All Weights and Patterns." That's exactly what I want all retailers to do eventually. But first I want them to know why any manufacturer's Wilson Sewed shoes are worth careful consideration and thorough trial.

These photographs above will tell part of the story. The left picture shows why shoes marked Wilson Sewed must have a dependable all-leather insole. Can't channel imitation ones. On the right is a Wilson Sewed shoe lasted. Lasting tacks have all been pulled out. Upper and lining have been securely fastened to that insole-channel by the same method and machine heretofore used only on welts. And the finished shoe is tackless with a flexible, close-edge sole.

Simple, isn't it? No freak shoemaking—just easy, logical, familiar operations! That's why so many manufacturers make Wilson Sewed Shoes dainty and durable.
—H.L.A.



These
Staples
Lead
All Over
Canada



See The Complete Yamaska Line Early

You can judge from this sample just how important it is that you see the many other equally good trade winners we are offering. Size them up any way you will and their all-round worth will convince you they are shoes of decidedly superior value and strongest popular selling appeal.

The reputation of your store is continually strengthened when your customers' confidence is built upon the quality and satisfying features which are the outcome of Yamaska Shoemaking.

Yamaska
'Staples
for
Value!

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

A. A. COTE & SON, LIMITED

STAPLES

Easy To Sell

The trade that can be won with our well made, popular priced shoes is so large and profitable that dealers should not be without this dependable line in stock.

The range we are showing offers buyers exactly what they need to-day—big values in specially good selling lines. Our complete range of

McKAYS and STANDARD SCREW

now include WOMEN'S and MISSES' LINES, as well as MEN'S, BOYS', YOUTHS', LITTLE GENTS' and CHILDREN'S



A. A. COTE & SON, Limited
St. Hyacinthe, Que.

Dealers Find Shoes Made of

COLLIS CALF

Easy to Sell

Dealers everywhere report that shoes made of Collis Calf need no strenuous selling talk. Their fine appearance impresses customers immediately, and closes sales so speedily, that many dealers are specifying Collis Calf in their shoes.

Collis Calf is a full grained upper leather produced in clear finishes, showing many brilliant and attractive colors.

Shoes for men and women made of this tannage show a decided selling character and personality.



*Write
for
Samples*

Collis Calf is uniform in color and finish, and includes all the latest shades. It gives the maximum cutting with lower cost. Made in all weights and grades.

Let us tell you how to lower your overhead and increase your production with Collis Calf. Write Now.

The Collis Leather Co., Ltd.
Aurora Ontario

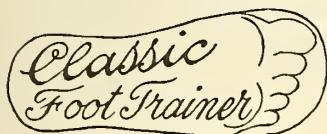


Fine Footwear

For Fall

Our Growing Girls' Shoes are GEMS of Quality and Style
COMFORTABLE - GOOD FITTING - ATTRACTIVE
ALWAYS "IN-STOCK"

Delivered to YOU at popular prices



- 800—Growing Girls' Tan Calf 7½" Bal, 974 McKay Last, 8/8 Heel, C,D, 2½-7½,.....\$4.10
- 801—Growing Girls' Velour Cf. 7½" Bal, 974 McKay Last, 8/8 Heel, C,D, 2½-7½,.....\$4.10

- 9219—Growing Girls' Patent Wide 1 Strap, 921 Welt Last, B,C,D, 2½-7½,.....\$3.85
- 9216—Growing Girls' Gunmetal Bal Oxford, 921 Welt Last, B,C,D, 2½-7½,.....\$3.85
- 9217—Growing Girls' Tan Calf Bal Oxford, 921 Welt Last, B,C,D, 2½-7½,.....\$3.85
- 9213—Growing Girls' Gunmetal 8" Bal, 921 Welt Last, B,C,D, 2½-7½,.....\$4.60
- 9214—Growing Girls' Tan Calf 8" Bal, 921 Welt Last, B,C,D, 2½-7½,.....\$4.60



- 1172—Infants Patent Instep Strap, Chrome Sole, 2-4½,\$1.30
- 2172—Chd's. Patent Instep Strap, Chrome Sole, 5-7½,\$1.65
- 2172x—Chd's. Patent Instep Strap, Leather Soles, 5-7½,\$1.95
- 3172x—Girls' Patent Instep Strap, Leather Soles, 8-10½,\$2.30
- 4174—Misses' Patent Instep Strap, Leather Soles, 11-2,\$2.85
- 8091—Growing Girls' Tan Calf 1 Strap, 974 McKay Last, 8/8 Heel, C,D, 2½-8,.....\$3.35
- 8092—Growing Girls' Patent 1 Strap, 974 McKay Last, 8/8 Heel, C,D, 2½-8,.....\$3.35
- 8094—Growing Girls' Gunmetal 1 Strap, 974 McKay Last, 8/8 Heel, C,D, 2½-8,.....\$3.35
- 8071—Growing Girls' Patent 1 Strap, 2 Button, 974 McKay Last, 8/8 Heel, C,D, 2½-8,.....\$3.35

Terms on "IN-STOCK" Lines "NET 30 DAYS FIRST FOLLOWING"

Getty & Scott Limited

Makers of Classic Shoes for Growing Girls, Misses and Children

Galt, Canada

You Can Depend On

LAWRENCE LEATHERS

It's the absolute reliability of Lawrence Leathers that makes them so satisfying to shoe manufacturers and retailers, a constantly increasing number of whom are learning to insure receiving the latest and best things in leathers *by keeping in touch with A. C. Lawrence Leather Company.*

A. C. LAWRENCE LEATHER CO.

210 South Street, Boston, Mass.

New York Chicago Philadelphia Gloversville
St. Louis Cincinnati Rochester



CALFSKIN
SHEEPSKIN
SIDE LEATHER
PIGSKIN
WELTING
COUNTERS
INSOLES

Write for samples

Peterboro
SHOE

The Shoe With the Right Idea



Peterboro shoes have the right idea of user service. Correctly constructed of selected leathers, and made to the Peterboro standard of good shoemaking, they have proved themselves one of the easiest selling lines of staple shoes the dealer can handle. Prompt shipments can be made from either Peterboro or Regina. Satisfied customers are the foundation of future business. Peterboro shoes satisfy customers.

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

Peterboro, Ont.

Regina, Sask.

Western Dealers may sort from our Regina Branch



“And the ‘Hotel Cleveland’ is my home when my trip brings me to Cleveland!”

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!



Hotel Cleveland
CLEVELAND, OHIO.

PACKARD'S Goodyear Welt CUSHION AND STRAIGHT WELT SHOES

For Infants, Children, Misses, and Little Gents
Our Travellers are now on the Road with a Full Range of Samples

We are proud of our line of Shoes. You will be proud to show them

THEY ARE TRADE WINNERS

DON'T FAIL TO SEE OUR SAMPLES — PRICES ARE RIGHT

The Trade Will Be Looked After By The Following Salesmen, viz.

MARITIME PROVINCES	QUEBEC CITY & LOWER PORTS	EASTERN TOWNSHIPS	EASTERN ONTARIO
A. W. GARDNER	J. B. CROCHIER	JAS. LEDDY	WM. DALTON
WESTERN ONTARIO		MANITOBA & WESTERN PROVINCES	
R. J. McALLISTER		G. F. WADSWORTH & C. S. PACE	
CITY OF MONTREAL, R. WADEY & LEO DUBREUIL			

L. H. PACKARD & Co., Limited

15 St. Antoine St. - - - Montreal

Wickett and Craig, Limited

Makers of

Fine Side Leathers

Bag-Case-Strap-Belt-Bookbinder's

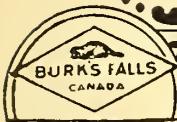
Finished Splits of all kinds

Goodyear Welting

Oil Tan Moccasin Leather

Toronto

Canada



Established 1857



"THE WEAR  IS THERE"

The Age of Leather!

In spite of new ideas and fads that spring up overnight and die as rapidly, the supremacy of real leather for shoes has never been seriously challenged.

The solid leather shoe is still the standard of shoemaking from the standpoint of appearance, comfort, and economy. It takes real leather to make real shoes.



GENUINE OAK SOLE LEATHER

Has been the basis on which shoemaking reputations have been built. Breithaupt Sole Leather is a big factor in maintaining those reputations in Canada and elsewhere.

Our Trent Valley Oak Tannage, in all sizes and grades of cut soles, can be supplied by

PROVINCIAL CUT SOLE CO.
311 Victoria Street, Kitchener, Ont.

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

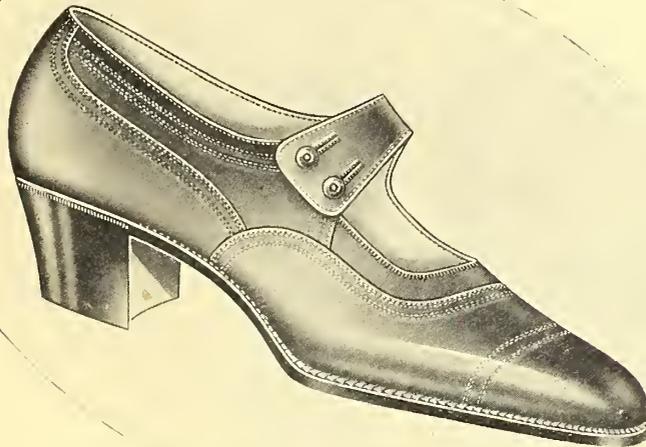


IN



STOCK

SERVICE



READY NOW

Stock No. 6013 — Brown Calf, 1 strap, 2 button slipper.

Stock No. 6012 — Same style in all patent. Will be ready first week in October

\$4.45*Net 30 Days**Net. 45 West and Maritime*

These lines are of reliable Goodyear Welt construction and are made of good quality raw materials. You can offer them to your better trade with the confidence that you are giving them real values.

These lines are carried in open stock in three widths, and you can order any quantity, in any size or width, as follows:

B—4 to 8
C—2½ to 8
D—2 to 8

Write for In-stock Catalogue illustrating all lines carried in stock.

Perth Shoe Company, Limited

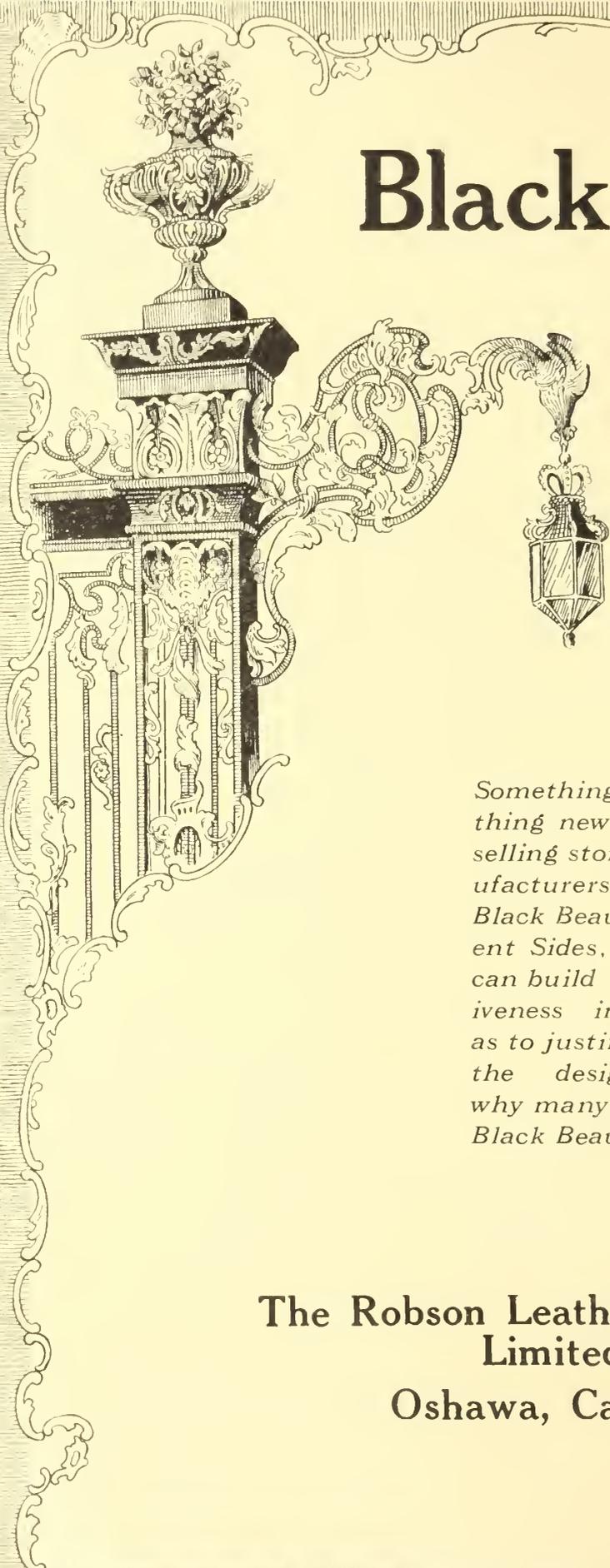
Largest Manufacturers of Women's Welts Exclusively in Canada
Perth, Ontario

W. S. PETTES
Room 413, Windsor Hotel,
Montreal, Que.

H. B. McGEE
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON
511 Bower Bldg.,
Vancouver, B.C.



Black Beauty

Chrome Patent Sides

Something different, something new. That is the selling story of most manufacturers to-day. With Black Beauty Chrome Patent Sides, manufacturers can build such distinctiveness in their shoes as to justify the efforts of the designers. That's why many shoemen prefer Black Beauty.

**The Robson Leather Company
Limited
Oshawa, Canada**



For Discriminating Boot Merchants

The wonderful success that we have achieved so far in such a short time in business, speaks very highly in favor of our product.

From Coast to Coast our sales force are now showing the very newest creations in High Grade Footwear.

The most modern lasts and patterns, featuring the latest American and European styles, are always shown by us.

The "ARROW SHOE" in the merchant's window, with its character of distinctiveness, will draw trade irresistibly.

See our new King Tut Sandals

Your patronage is respectfully solicited

The Arrow Shoe Co., Limited

Manufacturers of High Grade Goodyear Welts

3 St. Alexander St.

Montreal



An Authentic Style Forecast For Spring — By Bell's

The feature that makes this number particularly notable among our new models is that it so tastefully interprets one of the leading style trends of the coming season—the short vamp and the medium rounded toe. Selecting this model absolutely assures you of getting the correct mode in this prevailing vogue. The inlaid quarter and French binding add the dainty effect that accords with the Spring demands of Fashion.

Such selling appeal possessed by this one Bell creation is sufficient inducement for you to inspect the many other samples in our complete line.

J. & T. BELL, LIMITED
MONTREAL, QUE.

Toronto Sample Rooms; Room 206 Stair Bldg.,
No. 331 Bay Street, C. E. Fice, Representative.



Bell Character Again

While you are admiring this shoe's distinctiveness remember that Bell Character which produces it is as effective in selling as it is inimitable.

It distinguishes this particular model as the man's Oxford masterpiece of the season. The pattern is typical of the originality and refinement that make Bell Styles the fashion guide of the discriminating man. The medium square toe last has that two fold merit that men are most exacting about—dressy appearance and comfortable fit.

See our complete range and you will make Bell Standards the basis of a still closer relationship between your store and the growing better class trade this coming season.

J. & T. BELL, LIMITED
MONTREAL, QUE.

Toronto Sample Rooms; Room 206 Stair Bldg.,
No. 311 Bay Street, C. E. Fice, Representative.



A New Arrival
In the Realm of Fashion

The trade is crediting us with again introducing one of the best selling style features of the day in this up-to-the-minute novelty creation.

Every merchant who wants to keep his stock in the limelight of Fashion should make an immediate selection of this model.

Adding to our popular lines a selection of new lasts and patterns, as well as the most snappy effects in color combinations, we are offering shoes that fill your most important needs for the styles and moderate prices that win trade to-day.

Charbonneau & Deguise

636 Craig Street, East Montreal, Quebec

**CRESCENT
SHOE**



A New "Crescent" Creation

*Patent, Log Cabin, Lovers' Knot, Twin Straps
16/8 Spanish Covered Wood Heel, made in all Combinations*

In distinctive features this model has all the appeal of an original novelty, and in popular style effect it has all the selling strength of an accepted Fashion.

It is typical of the style specialties we are regularly introducing which are keeping the Crescent Line in big demand, and equal to the important purpose for which merchants everywhere are using it to-day—to win the large volume of trade in well made, properly styled footwear of sensibly moderate price.

High Grade McKays

Imitation Goodyears

Women's, Misses'

and Youths'

CRESCENT SHOE CO.

864 Laurier Ave., E.

Montreal



Moccasin Oxford, Pearl Elk, with Brown fringe

*Made By
Stitchdown
Specialists*

*“Just
A Little
Better”*



The many popular features which we put into the Canadian Stitchdown Line are due to that best of all methods of shoe production—SPECIALIZATION.

The result is a line of superior Stitchdowns, that people will buy for the sake of economy, as well as for appearance and worth while wear service.

See the fine range of samples we are showing—EVERYTHING IN STITCHDOWNS FROM INFANTS' TO MEN'S—offered at prices that are a real buying opportunity.

CANADIAN STITCHDOWN COMPANY

287 Aird Ave.

Montreal

La Duchesse



A Style Feature From The New "La Duchesse" Line

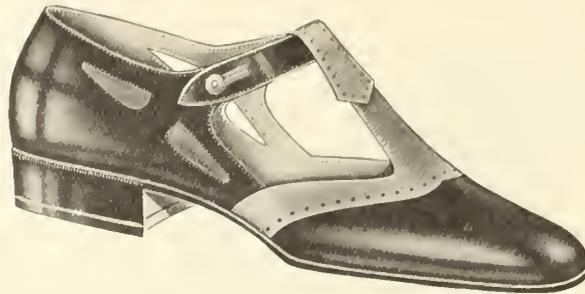
Of the many models in our new line that are creating keen interest with Wholesale buyers, this One Strap Two Button Satin and Suede Combination, featuring the Pointex effect, is one of the most favored. The cut-out strap and quarter and French binding are strong factors in its selling appeal.

A notable feature in connection with the new La Duchesse Samples is that while they are more popular than any line we have ever shown, they meet to-day's still keener demands for value without any lowering of our standards of workmanship or design.

They offer wholesalers those two essentials of successful trade,
—Economical Buying and Rapid Profitable Selling.

"La Duchesse" Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*



Egyptian Sandal, Patent, Kid Trim in various colors, Military, Cuban or Louis Heel

Superior Sandals

Everywhere Sandals are one of Fashion's leading footwear modes. Nowhere do sandals display more outstanding beauty than in the fine showing of original creations in the Daoust Lalonde Line.

The sample here shown is one of the very models you need to appeal to the woman who selects her footwear with the greatest taste and skill.

See the complete new Dalaco Lines for the coming season. Whether in Men's or Women's Shoes, the lasts and patterns have the distinctiveness that creates keen buying interest, and the moderate prices are the deciding factor in making sales.



Daoust, Lalonde & Co., Limited

Manufacturing Plant and Showrooms

45-49 Victoria Square

Montreal

Branch—The Metropolitan Shoe Co., 49 Victoria Square



Selected by Fashion Authorities

as a style that has just the right blending of snap and daintiness, this new model will find a splendid reception awaiting it with Canadian Women this coming season. Made up in Satin and Suede Combination it harmonizes with such a variety of costume effects that its popular appeal is unlimited.

Our complete showing is so outstanding for up-to-the-minute style, good shoemaking and moderate price, that it is most highly favored by the keen buyers who know shoe character and shoe value, as it SELLS to-day.

Do not miss seeing these samples.

Dufresne & Locke, Limited
Montreal, Que.



Men's Calf Oxford, Black or Tan, Square Toe, Single Sole. Also made with Rubber Heel

A Popular Shoe From a Popular Line

One of the foremost style effects of the day is emphasized in this dressy sturdy Oxford. Dealers who have ordered it have found that it makes a wonderful hit with their men customers.

Because of the still keener demands for shoes of better value, your buying for next season will have to be more critical than ever, and that is why the Dupont & Frere Line should come first in making your selections.

See the attractive new lasts and new patterns we are showing, and compare our moderate prices.

DUPONT & FRERE, LTD.

301 Aird Ave., Montreal



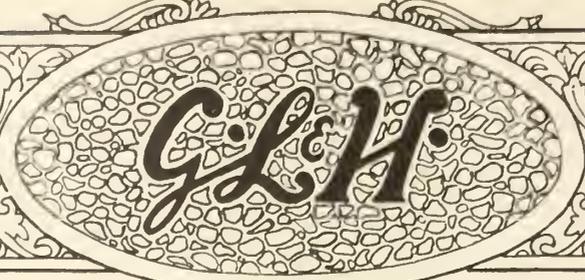
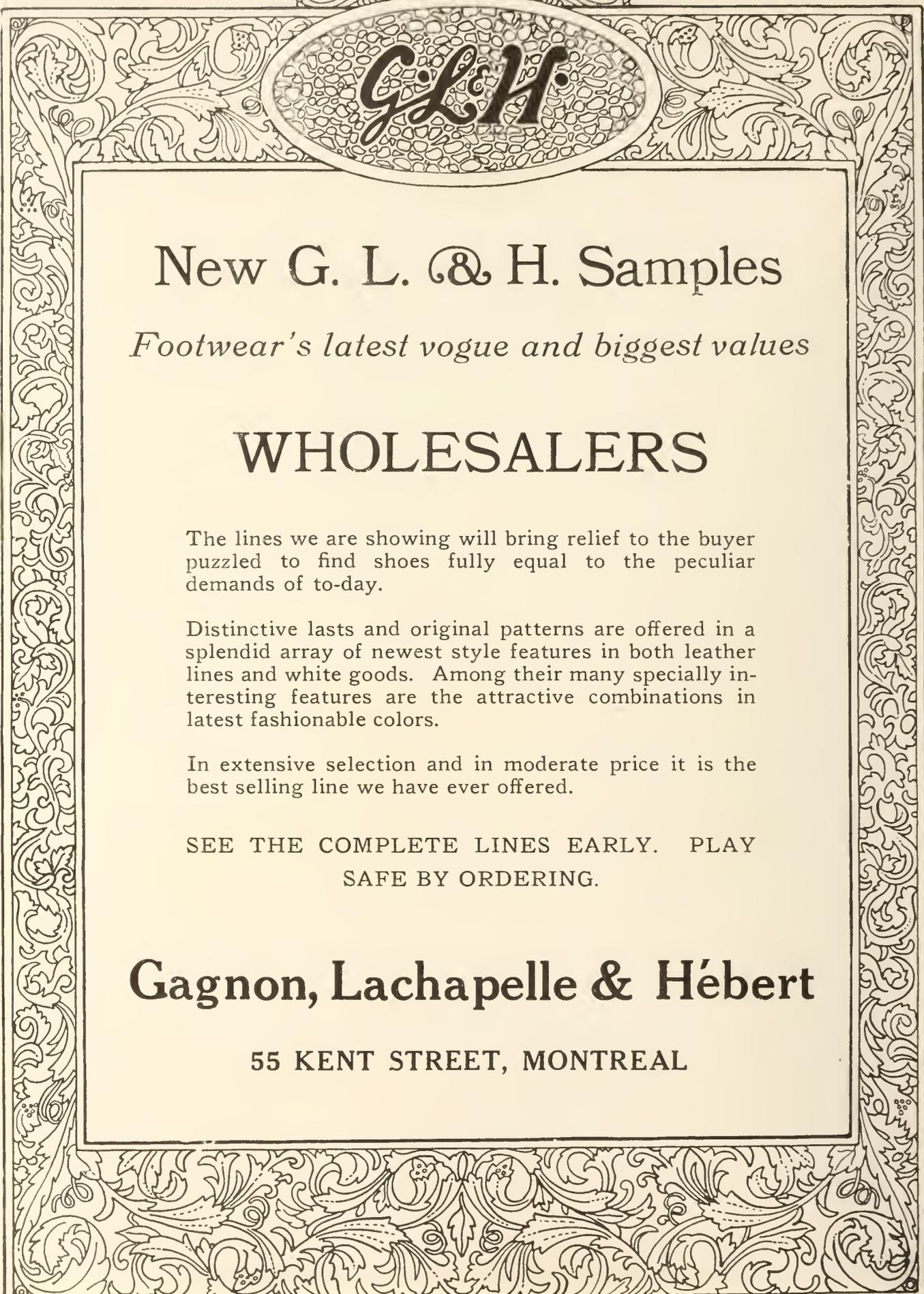
The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited.....	Vancouver, B.C.
The Miner Rubber Co., Limited.....	Calgary, Alta.
The Miner Rubber Co., Limited.....	Edmonton, Alta.
Congdon, Marsh Limited	} Regina, Sask.
The Miner Rubber Co., Limited	
Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited.....	Haileybury, Ont.
The Miner Rubber Co., Limited..	London, Ont.
R. B. Griffith & Co.....	Hamilton, Ont.
The Miner Rubber Co., Limited.....	Toronto, Ont.
The Miner Shoe Co., Limited	} Ottawa, Ont.
The Miner Rubber Co., Limited	
The Miner Shoe Co., Limited	} Montreal, Que.
The Miner Rubber Co., Limited	
The Miner Rubber Co., Limited.	Quebec, Que.
H. S. Campbell.....	Fredericton, N.B.
The J. M. Humphrey Co., Limited.....	St John, N.B.
The J. M. Humphrey Co., Limited.....	Sydney, C.B.
The Miner Rubber Co., Limited.	Halifax, N.S.

Merchants who sold Scout and Guide running shoes this Summer told you in our advertising broadsides what their experiences were.

You, too, can get increased sales and profits by placing for Miner's Scout and Guide running shoes.



G.L. & H.

New G. L. & H. Samples

Footwear's latest vogue and biggest values

WHOLESALEERS

The lines we are showing will bring relief to the buyer puzzled to find shoes fully equal to the peculiar demands of to-day.

Distinctive lasts and original patterns are offered in a splendid array of newest style features in both leather lines and white goods. Among their many specially interesting features are the attractive combinations in latest fashionable colors.

In extensive selection and in moderate price it is the best selling line we have ever offered.

SEE THE COMPLETE LINES EARLY. PLAY
SAFE BY ORDERING.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL

*THE ONLY GENUINE
Goodyear Welt Shoe made with a
PILLOW WELT INSOLE*



*It wins the
children's trade*



*Globe "Pillow Welt"
"Baby Pillow Welt"*

Patented 1919

*Canada's Premier Children's
Shoe Lines*

GLOBE SHOE, LIMITED
TERREBONNE QUEBEC

Montreal Office; 11 St. James St.,

Representative, J. A. Bluteau

“Normalcy”

*It's rather an odd word,
but it really expresses something.*



“Vimy”

One of Our New Lasts

Clear-thinking business men feel we are returning to normal conditions, which means in the instance of shoe merchants, that sufficient stock should be on hand to meet all the needs of normal times.

Our salesmen are now on the road with
Spring 1924 Samples, and our advice is

“Wait for the HARTT line”

“Canada's Best Shoemakers”

The HARTT BOOT & SHOE CO., Limited

Fredericton

New Brunswick

If It's Walking

Let Them Walk in a Marsh Brogue



*Made in Tan Russia Calf and
Black Calf. Full double sole.
B.C.D. & E. widths.*

The Marsh Line of Brogues for Women meet the popular demand for a walking shoe that will stand up under the kind of weather that prevails in this country during Fall and Winter. Their rugged construction and style guarantees their favor with your customers, and means that you can stand behind them without hesitation.

The Marsh Line is Complete

THE W^M A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

SOLD BY ALL LEADING JOBBERS FOR THEIR BEST GRADE SHOE

ROOM N

PERMANENT SAMPLE ROOM
QUEEN'S HOTEL

TORONTO



Maison Girouard



One of our Specialties

In almost all lines of footwear you will find us always ready to provide you with some very special offerings, and in Sport Oxfords you can not make a better selection than this popular model, for snappy style, fit or good value.

Just as notable are the many other lines included in our stock for the coming season, featuring proven trade winners in both style footwear and staples.

A prompt supply service assures satisfactory shipments on all orders, large or small.

La **MAISON GIROUARD**, Limitee
Wholesale Shoe Distributors
102 St. Paul St., West **Montreal**

THE
Empress
SHOE

THE
Empress
SHOE

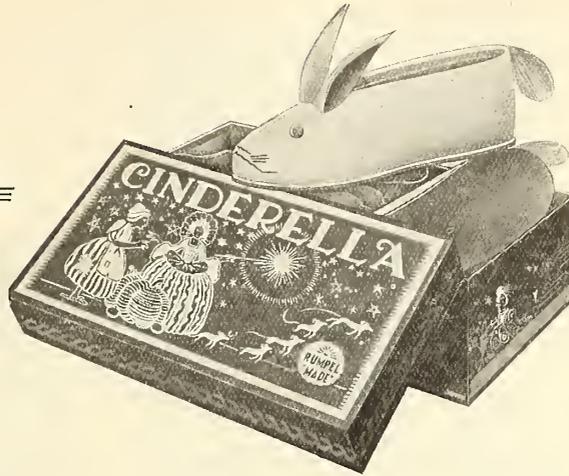
"They Fit"



THE WALKER PARKER CO., Limited

TORONTO :-: ONTARIO

*Makers of
Distinctive Shoes for Particular Women*



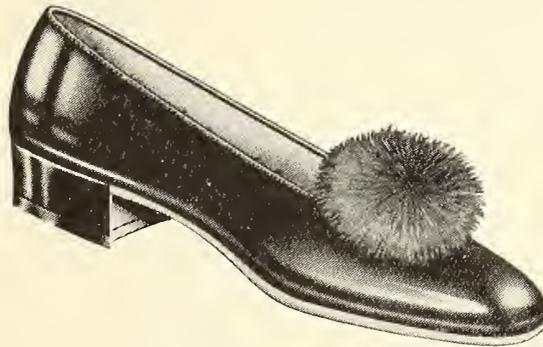
Have You Seen Our

"BUNNY SLIPPERS"

Made in White, Grey and Blue

Ask Your Jobber or Write Us

You must have them for Christmas. Packed 30 pairs to case



Finest Boudoir Slippers made. In Stock for quick delivery
Black Brown and Patent

Oscar Rumpel

Kitchener

:-:

Ontario

Largest Slipper Manufacturer In Canada

Onward, Onward
Ever Onward

For nearly sixty years the steady ever flowing stream of Amherst quality and workmanship as typified in Amherst Shoes has passed many rapids and swamps of novelties, indifferent shoemaking and poor materials.

A M H E R S T
SOLID SHOES
AND
Reliable Staples

tell a story of conscientious and successful endeavor year after year. The fame of Amherst Solid Shoes for wear, quality and comfort, is known and appreciated from coast to coast. That is why dealers sell and customers prefer Amherst Solid Shoes.

AMHERST BOOT & SHOE CO., LIMITED
Amherst — Halifax — Regina

*Your order at Amherst, Halifax or Regina, is sure
of prompt attention and immediate delivery*

1866

1923



J. A. Portelance
Province of Quebec exclusive of Montreal



W. E. Short
Western Provinces



J. A. Malboeuf
City of Montreal

THESE men are now showing dealers from Coast to Coast the finest range of Kingsbury Samples that has yet been offered.

Kingsbury sterling quality is fully maintained in this Season's Lines, and they are specially priced to meet the popular demand for a medium priced shoe. The complete range features strong selling models in Buck, Satin and other combinations,—and of particular importance is our unrivalled showing of "Sno-Wite" creations

Do not place your orders until these men visit you
KINGSBURY FOOTWEAR COMPANY, LIMITED
Montreal



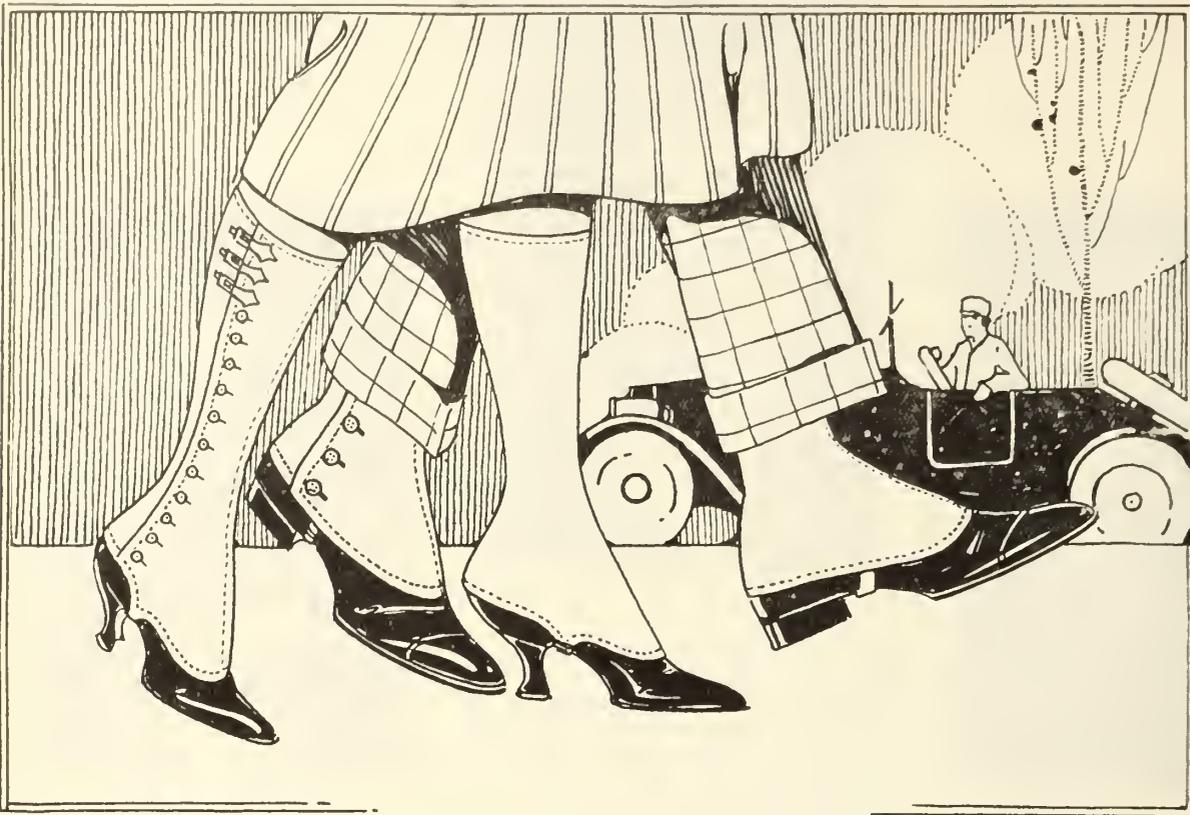
J. W. Rankin
Maritime Provinces



R. G. Percival
Western Provinces



Geo. H. Taylor
Ontario



OVERGAITERS IN STOCK

Immediate Shipment

WRITE FOR SAMPLES

12 Button
14 Button
16 Button
13 Button with 3 Buckles.

15 inch one Buckle
15 inch Laced Front
5 and 7 Button, Men's
Children's Cord Gaiters

COLORS

Light Fawn, Dark Fawn, Brown and Grey. These spats and gaiters are made of high grade English cloth, combining style and superior fitting qualities.

Ralston's Polishes—A Dressing for Every Shoe

Also Complete Line of Shoe Findings

Mail Orders Filled Same Day as Received

Robt. Ralston & Co., Ltd.
Hamilton, Ont.



Unless the Feet are *Fitted*

there is dissatisfaction that no amount of
Style can overcome.

When your last making is in the hands of "United" experts you know that the all-important factor of fit is one of the outstanding and strongest selling features of your lines.

United Last Company Limited

Lasts and Upper Patterns

MONTREAL, QUE.

Toronto Sales and Pattern Shop, 76 Richmond St. East



“Look-Fellers

Here's Corson's Hikers”

Corson's Hikers are very much on the map and ready for Fall and Winter business.

Here is a shoe that gives you full value for your money. You pay for value—why not get it?

The public have tried Corson's Hikers, and are coming back for more.

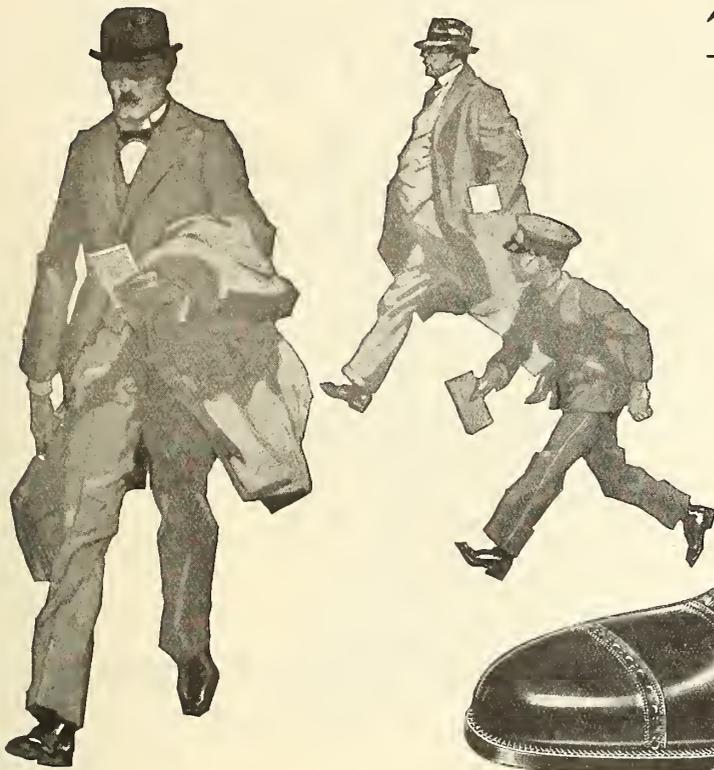
CORSON'S
HIKERS
THE SHOE
WITH THE
MILEAGE



Manufactured under license by

The Talbot Shoe Co., Limited

St. Thomas :-: Ontario



*There is Genuine
Satisfaction in
Selling*



*The Man's Shoe
with a Real Chassis*

No comebacks when you sell the man's shoe with a real chassis. Just a straight clean-cut sale, profitable to you and satisfactory to the customer.

There is no other shoe, quite like the Arch Preserver, never has been, and never will be. Everything that men demand in their shoe problems has been built right into Arch Preservers—Style, Comfort, Wear and above all Foot Health. Men who buy Arch Preservers now, are coming back again for the next pair. Serve your customers with the shoes they want—Arch Preservers.

"Keeps Good Feet Good"

The Talbot Shoe Co. Ltd.

St. Thomas, Ont.

Hydro Solid Leather Shoes Built to Stand the Wear



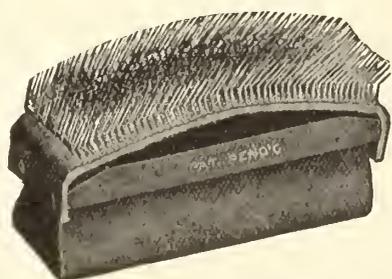
Hydro Leather Shoes for men wear well because the uppers and soles are made of real leather and strongly sewn together. That is why they stand up so well under the wear and tear of daily usage. A fact that pleases customers and brings repeat sales to your store.

Hydro Leather Shoes offer everything to be desired in dependable staple shoes. The Hydro name stands for thoroughness in shoemaking.

Write now for complete particulars of this easy selling line.

**Hydro City Shoe Manufacturers
Limited**
Kitchener, Ont.

gilco



**Picks Out the Dirt---
Picks Up the Nap**

The most efficient suede brush on the market--- and the easiest to sell. The customer readily recognizes its advantages.

The wire bristles are set in a curved fibre and canvas base which is attached to the block at both ends. Easy to manipulate and effective in restoring the original appearance to suede footwear.

If Your Jobber Can't Supply You. Write Us

E. T. GILBERT MFG. CO.
228-36 South Avenue Rochester, N. Y.

Arch Support Shanks

Our thoroughly equipped die department has made it possible for us to meet the tremendous demands for Arch Support Shanks.

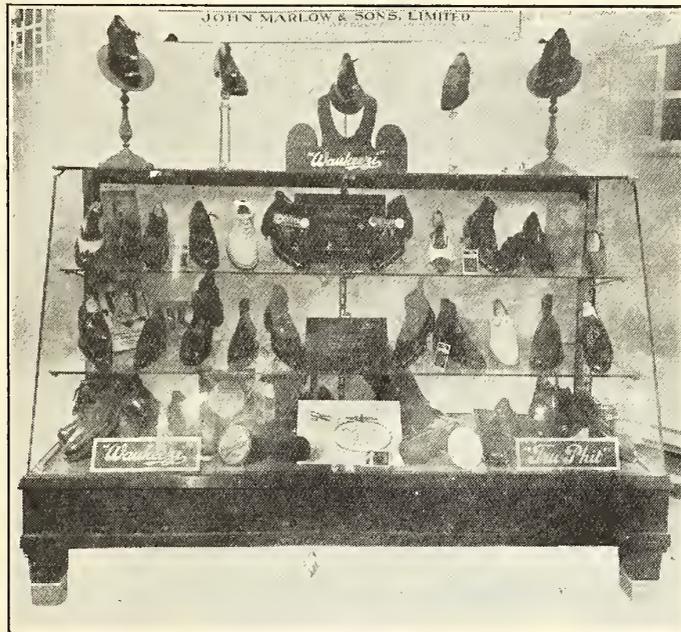
Don't forget we manufacture dies in our own plant and can produce any special design of Shank you require from your pattern.

We also manufacture a full line of Leatherboard, Steel and Combination McKay, Turns and Welt Shanks.

Write for prices

**The H.W. Steel Shank and Specialty
Company - Limited**
PRESTON ONTARIO

Britain's Finest Since 1866



Thousands of Exhibition Visitors Examined
The Superior Qualities of

"TRU-PHIT"



"Waukeezzi"
Characteristic Footwear

The World Known Brands of John Marlow & Sons retained their High Standard of Quality as shown at the Canadian National Exhibition. The prospective customers who examined these popular lines will one day ask you for them. Will you be ready? Phone or write for catalogue and price list of our "In-Stock" Lines.

"BRITANNIC"



John Marlow & Sons, Ltd.

Makers of Fine Footwear Since 1866

Phoenix Shoe Works
NORTHAMPTON
England



Canadian Representative:-
JOHN F. BENTLEY
77 Victoria St., Toronto
MAin 6250



Printing Costs

The printing customer of to-day is protected by a Standard Cost-Finding System. The consumers' cost is based on the actual operating expense of the plant.

Acton Activities

Being No. 3 in the Series

THE Federal Trade Commission after a lengthy and exhaustive study of printing maintenance' has established certain standard rulings on costing of which 90% of the firms now in the printing industry follow.

The firm must submit actual operating costs to the Commission for approval, proving that the plant is operated in accordance to the rulings of the Commission. If the costs are reported as correct, the certificate illustrated above is issued. The customer who buys printing from a firm showing the standard Cost-Finding certificate has his costs protected. The Acton Publishing Company protects its customers by operating on the Standard Cost-Finding System.



Sell by the Printed Word



AT LAST-PERFECTION

PALMER'S MOOSE HEAD BRAND APPROVED NORWEGIAN SKI BOOT



MEETS WITH INSTANT APPROVAL EVERYWHERE

After much experimenting and many actual tests we have at last produced THE PERFECT SKI BOOT.
Sturdy, Scientific Construction, Welted Double Sole, Flanged Heel, Squared Toe, Reinforced Shank.
Made in Men's and Women's DUOTONE and BROWN RETAN.

A TRIAL ORDER WILL CERTAINLY CONVINCING YOU

DON'T FORGET

*We are Canada's largest manufacturers of
Shoe Packs, Driving Boots and Farm Shoes
Direct from Factory to Dealer*

JOHN PALMER COMPANY LIMITED
FREDERICTON, N. B.





Push Known Goods

"The merchant who knows how to make money is the merchant who knows how to turn his money often. Without quick turnover there is no profit. And with unknown goods quick turnover is impossible.

"The wise merchant of to-day knows it is better to work on a small margin and get it often, than to try for a big margin and get it now and then. Expense goes with painful regularity, but profit comes only with sales.

"Quick turnover is only possible with known goods. What the public knows about, they will buy without argument and with the least possible sales effort. This is true of a five-cent candy bar and it is true of a \$10,000 automobile. The buyer does not need to be introduced to merchandise with which he is already acquainted.

"To push known goods is to build confidence. When the buyer is offered an unheard-of article he becomes suspicious. He may not say so, and he may not look it, but he is suspicious just the same. He will ask this question of himself: "Why am I offered this article and why are they so anxious to sell it to me instead of something I have known about for years?"

"The safe course is to tie up with merchandise that the manufacturer is spending money to make known to the public. Known goods make known dealers."

Fleet Foot Shoes and Dominion Rubbers are the only nationally advertised lines of their kind in Canada.

The Spring Placing Trip for Fleet Foot opened on September 17th., 1923.

Dominion Rubber System Limited
 Head Office, Montreal

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:

510 Coristine Building

Boston Office:

161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

A Lesson in Co-operation

IF SHOE WEEK did no more than bring shoe retailers together and promote co-operative action in retail selling and advertising it would have accomplished all that the promoters of the idea might have wished for it.

In most of the large centres the occasion was used not only for joint newspaper advertising, but plans were adopted for community display and special publicity stunts that apart from their value in concentrating attention upon shoes had the effect of broadening out individual retailers and removing antagonisms that are only too common in connection with competitive business.

The very question "What is Shoe Week?" on everybody's lips during Shoe Week, constituted in itself an answer to those who expressed doubt as to the efficacy of the scheme in arousing interest in shoe needs on the part of the people of Canada. Those who asked it showed that their attention had been arrested and curiosity aroused and the reflection occasioned in the majority of cases resulted to some extent at least, in remedying indifference and neglect and inducing many to provide themselves and their families with appropriate shoes for fall.

For the first time in its history the entire shoe trade from coast to coast, wholesale and retail, French and English, faced the buying public in a united campaign to force upon it the desirability and necessity for giving more attention to footwear requirements and the results, while naturally not available at this writing, will undoubtedly demonstrate that the time and money in the effort were well expended.

Above all the spirit of active co-operation developed between those who make leather and shoes and those who sell them is bound to have widespread and lasting effect upon the entire industry morally as well as in a business way. Canada should make and sell more shoes to her own people, and this can only be accomplished by all sections of the trade pulling together purposefully towards this end.

The Shoe and Leather Journal feels honored in having been in a large measure the agency for bringing about a rapport which is bound to grow and extend until the entire trade is working harmoniously towards the definite end of increasing the consumption of Canadian made shoes.

The possibilities make the enterprise well worth while for all concerned.

In The Market Place

In and About the Trade. General Improving of Conditions. More Active Interest in Shoes. Leather Business Improving and Markets Firmer. National Shoe Week a Big Success.

General Conditions.

THE cool weather which has prevailed since the first of September has had the effect of stimulating business in various lines. If in only one respect, a line of demarkation from summer conditions has been established and people's minds have settled down to consider fall conditions and prospects. The psychological effect alone has been quite marked and the donning of heavier weight apparel has started things in the retail trade.

In the west the crop is now well assured and with the exception perhaps of Manitoba, the yield will be even larger than was estimated earlier in the season. Threshing is practically over and a good deal of the grain safely housed and protected against adverse weather. The result is a more settled feeling throughout that country and greater confidence in business. Payments already show a noticeable improvement and with the policy of caution that has been abroad for a year past, business is going to be safer this fall than usual. The various centres are already feeling the effects of increased activity in railroad and industrial interests. Altogether the situation is more hopeful than for many months.

In Ontario and Quebec, business has shown a steady improvement since the first of the month, and staple lines of merchandise are moving more freely. In rural districts, it is somewhat too early to develop any great movement. The crops have been good but prices are disappointing to farmers, who complain that they have to pay high figures for labor and manufactured products required and take practically pre-war prices for their produce. However, money has begun to circulate and the cooler weather and fall fairs have both had a loosening tendency upon the purse strings.

In both Ontario and Quebec, business houses report a goodly amount of sorting trade and in staple lines such as groceries and hardware there has been an active movement. Dry goods and clothing concerns have their new season's samples out and report considerably increased interest in the past two weeks in spring offerings. Payments are fairly good and last week was the lightest in failures for many months.

In the Maritimes, business is forging steadily ahead, and reports from that quarter while not as rosy as they might be, indicate that business is getting upon a sounder and steadier basis. Travellers report that retailers' stocks are low and dealers are beginning to feel the effects of the hand-to-mouth policy of buying that has been in progress for so considerable a time. The natural industries of the province promise well and if good seasonable weather prevails the next two months ought to see business fairly on its feet.

The Retail Shoe Trade.

Early in the month business was slow but has

gradually developed strength. Some dealers claim that children's trade this month has been disappointing and claim that the summer shoe has maintained its sway longer than usual. Rain in some parts has remedied this, but there is no doubt but that the disposition to postpone shoe needs has extended through the whole gamut to the "small fry" who have been allowed to put off the shoeing operation longer than usual.

In general the shoe business has shown slow improvement, but the development has come just the same, and people are more inclined to buy than they have been for some months. In women's shoes the demand continues for low shoes of the "style" variety, and as many straps, pumps and tight foot-gear may be seen on the streets as in June or July. Oxfords are slowly making their way to the front, and by the end of the month will doubtless take a strong place.

In men's lines, there is little change to be recorded although there is a noticeable acceleration in sales of men's shoes of the better class. In medium priced goods and staples, there has not been much quickening in the demand. Oxfords for men are still going strong and the brogue promises to be as popular as ever in both colors and black. Black does not seem to have made great progress as yet except in women's patents, suedes and satins.

Shoe Manufacturers and Wholesalers.

Business has picked up in the last couple of weeks with makers of fine lines, but those making shoes for staple trade and those selling through jobbers have experienced a lull in activity. Sorting trade has taken on some activity and manufacturers and jobbers have experienced a welcome demand for lines to complete retail stocks which seem ragged. Very little progress has been made so far with spring placing orders as dealers are waiting to see how fall business is going to turn out. Nevertheless some makers of more or less staple lines in both coarse and fine goods claim that they have already booked a fairly good quantity of orders for the coming season.

The display at the Canadian National Exposition this year was commented upon widely as probably the best yet made by the shoe industry of Canada. Those who exhibited state that the comments of the public upon the display were alone well worth the effort put forth to show people that we are making as good shoes in Canada as anywhere in the world.

Hide and Leather Conditions.

There has been a perceptible improvement in the situation in leather as far as orders are concerned, although business is far below the standard for this time of the year. Upper leather tanners say that by this time last year they had sold three times as much stock as they have this year for the season's trade. Prices are fairly steady, although slight concessions are heard of from day to day. But this is mostly in connection with cheaper grades. Good prime stock is held at market figures and tanners are confident that there will be a demand for everything they have in process before the season is over. Sole leather is firmer than it was at the beginning of the month, and there are not any accumulations. Export trade is a little better than it was and this helps the situation for tanners.

The Education that is Needed

By Dr. Frank Crane

What the world wants is industrial, peaceful co-operation. What men need is to know how to get along together.

Therefore, the best education is that which shall remove all obstacles in the way of this.

You will therefore kindly set on foot some way to make clear to the common mind the following points:—

That work is good and joyous and that the work of the world is not done merely by the boobs who are not clever enough to get out of work.

That the man who is getting \$25,000 a year for managing a thousand workmen is really earning his money as much as any one of those under him.

That capital is necessary for prosperity and that capitalists are not mere parasites.

That "class conscious" people whether millionaires or wage earners are enemies to the public welfare.

That men of wealth should be encouraged to put their money into productive enterprises and not be driven by the income tax, surtax, and other devices to withdraw their investments from industry.

That the working man is getting his fair share of the production of industry.

That the man who furnishes the capital and the man who supplies the management are as necessary to production as the man who turns the lathe or shovels coal.

That the door of opportunity is open to every human being.

That justice is meted out impartially to rich and poor.

This is not any declaration that these things are true. It is a declaration of the fact that these are the things you have to prove to the masses of people, and you must really prove them and not go on shouting them and berating people for not believing them.

Those who maintain the contrary are busy with their propaganda. There is a constant organized effort going on to show that these things are not so.

If you believe these things are true, and if you think they are necessary for the welfare of the world, it is time for you to get busy and try to make them plain and to do this not by vociferation but by steady teaching and preaching, precept upon precept here a little and there a little, day in and day out unceasingly.

If you think these things are the truth you should remember that while truth crushed to earth can rise again it very often stays crushed a long while and during that time much damage may occur.

Sane Shoe Buying and Selling

THE war is responsible for upsetting many of our ideals and traditions and the shoe trade has not escaped the general melee.

Who would have thought five or six years ago that the high shoe would practically disappear and that men as well as women would cut the leather requirements of their footwear in half and give the money to the hosier?

To-day the leather in a pair of shoes is often the smallest consideration and in some cases the cut-outs, inlays, fancy stitching and ornamentation represent more than the basic material.

It is as much through the curtailment of the use of leather as any real falling off in the regular demand for shoes that tanners feel the "pinch" to-day, and are only running their plants to a small proportion of their capacity.

All classes of the community are experiencing the effects of the period when money was plentiful and reckless extravagance was rife. People got accustomed to buying fine shoes at high prices for ordinary wear and became so accustomed to the habit that they have not seemingly cared to resume the use of the rougher and heavier grades that found a ready market before the war for every day footwear.

A well known upper leather tanner stated quite recently that there was a tremendous demand for cheap light leathers and stock that could hardly be given away five or ten years ago finds a regular demand for the manufacture of cheap flimsy shoes. Another manufacturer of staple lines of upper leather in speaking of this trend in shoe making pointed to a handsome side of split leather finished as attractively as the finest kip or calfskin and remarked, "that leather would make working or walking shoes in appearance equal to the finest shoes made and at nearly half the price, but people seem to want cheap flabby light stuff, that gives no wear but has the appearance of fine leather."

The fact is that appearance and lightness have been carried to such a point in shoes that the whole industry is suffering from it. People are not getting the wear out of the shoes and they blame the manufacturer instead of their stupid indifference to the fact that there must be good leather if there is to be satisfactory wear.

We need a campaign of education to bring people back to right ideals in regard to the most important part of their apparel—their shoes.

Napoleon used to say that shoes were the most important equipment of an army, and the same is true of a people. The indifferent slip-shod shoe is an indication of a state of mind in the individual and community that is one of the regrettable results of the reaction from war conditions.

A well shod people means one that not only holds up its head in self respect, but is capable of effort that seems all too lacking these days. The shoeman whether retailer or manufacturer has a mission in promoting better ideals in shoes that he should not undervalue or neglect.

A National Shoe and Leather Fair

THE Shoe Manufacturers' Association of Canada is to be congratulated upon the success of its second annual "Show" at the Canadian National Exhibition at Toronto. It was the most representative affair of its kind yet held and the hundreds of thousands who inspected the array of leather and shoes of Canadian make, expressed gratification as well as surprise at the marvellous development that has taken place in the industry in the past few years.

Considerable disappointment was expressed by many who claimed that the goods might have been displayed under more advantageous conditions and surroundings. The Coliseum being situated as it is at the extreme end of the exposition grounds, possibly not more than half of those who entered the gates saw the exhibit. It is a matter for regret that a building should not be available nearer to the centre of the park or adjacent to the Manufacturers' Building, but this is not the fault of the Association.

The Coliseum, while no doubt properly situated for horse shows and concert purposes, is surrounded by cattle exhibits and almost in the centre of the noisy "midway". In addition to this the shoe and leather show was located upstairs in the building, always more or less of a detriment as every storekeeper realizes, besides having the disadvantage of being extremely hot and unattractive in warm weather.

The booths, on account of the limited space at the disposal of the Association, were very much cramped and did not afford the opportunity for display and careful inspection in keeping with the character and purpose of the display.

A feature that would have added much to the interest of both the public and the retail trade might easily have been added had space been available with an advertising effect equal to the outstanding character of the shoes displayed. People are interested in processes of manufacture, as was evidenced a few years ago by the thousands who crowded the Process Building where the manufacture of welt shoes was demonstrated by the United Shoe Machinery Co. The educational effect upon retailer and consumer would be well worth while.

If the shoe and leather trades could combine to secure a separate building or adequate space in a suitable building centrally located and combine with a display of leather and shoes a complete demonstration of modern shoe manufacturing methods the cost, whatever it might be, would be money well spent.

Another feature of advantage to both the public and shoemen might be added with good effect. Twice a day, say an hour each afternoon and evening, a Style Show could be put on, illustrating the proper use as well as the excellence of manufacture of Canadian shoes. A space sufficient to accommodate four or five hundred people might be devoted to the purpose and provided with a runway permitting the use of mannequins. What people need is education in the proper use of shoes as well as in their design, material and construction.

It is only a matter of time when the Shoe and Leather Fair will become an established institution in Canada as in the United States and Great Britain, and the only question is whether such an affair should be held in connection with the Canadian National Exhibition or separately at either Montreal or Toronto. For the purposes of display and advertisement the C.N.E., of course, is unexcelled, but it does not at present lend itself as fully as it might to the main object of so expensive a proposition, the direct selling of leather and shoes to makers and distributors.

Setting The House In Order

Necessity for Definite Knowledge of Stock. Finding out what is Selling Before Buying. Timely merchandising Problems.

THE merchant cannot buy intelligently until he knows exactly the amount of his stock and of what it actually consists. It is not sufficient to estimate fairly accurately the cash value of the goods on hand or even approximate the value of the separate lines carried. The dealer must know just where he stands.

It is necessary in the first place, before ordering or reordering any particular line that he should know just how it sold during the previous season. He should have a record of the number of pairs of that particular shoe or similar shoes he had on hand at the commencement, how many pairs have been added since and the number of pairs now in stock. This will afford him an idea as to how the line has moved and he can then proceed to plan for the coming season. In ordering ordinary regular sellers or lines that he intends continuing he can use his judgment as to the chances of their future sale and order to within seventy-five to ninety per cent. of his estimated requirements to be on the safe side.

Departmentalizing The Store.

In order to carry out this idea it will be necessary to more or less departmentalize the store. Up-to-date merchandisers now consider this as essential to maintaining a proper oversight of their stocks. In some cases the divisions are confined roughly to men's, women's, misses', boys' and girls', and children's, although in stores of the larger and better type these are sub-divided again so as to give more

definite supervision of stock and selling methods.

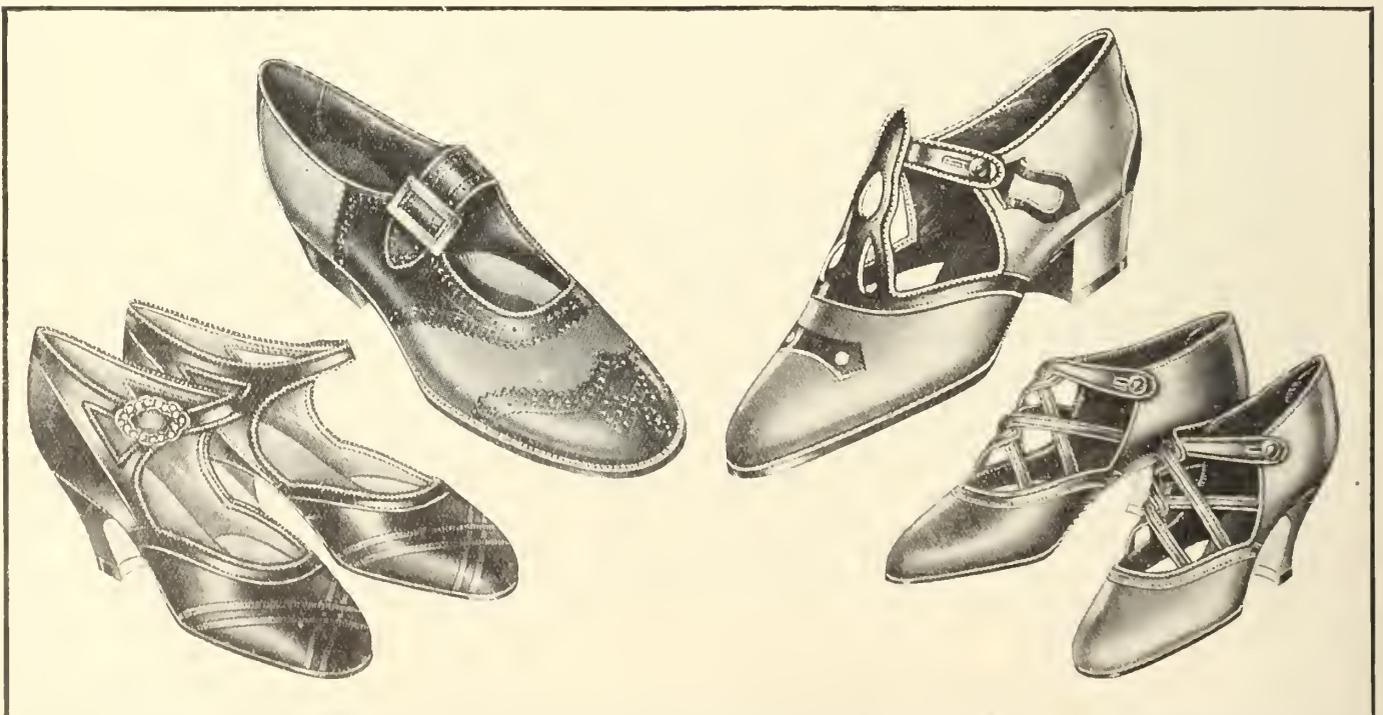
For instance, how can a merchant order women's lines with any degree of precision, not to say safety, unless he knows exactly what business he did in this particular department last season, and unless he tabulated the various lines, how is it possible to know which lines sold the more readily and which were the "stickers"? Of course, if he is on the floor constantly himself he ought to know in a general way what are the best sellers and those that lag, but it will be a great surprise even to the keenest and best shoe man to have placed before him at the end of a season the exact facts about his sales. We forget so easily and we are so frequently deceived by our hopes and prejudices that the only safe policy for anyone is to have the facts in black and white before him. With things as they are to-day the retailer is on dangerous ground who does not keep a constant tab upon his sales and watch the slow lines and ragged ends. With profits so close as they are no one can afford to take unnecessary chances on buying.

How Old Are They?

Another necessity with the shoe retailer is the proper listing of his stock. To know how long a shoe has been on the shelves or in the store is as necessary as to know what it has cost and even more so. Until some method of identifying goods along this line is in operation the merchant is working in the dark. He may say that he can carry such matters in his head, and to some extent this may be true, but there are three arguments at least against relying upon this. Clerks are not so apt to be as smart or as interested as their employers; the extent of dead stock may be greater than even your knowledge may cover, and the fact that the information is not gathered and placed squarely before you may be the cause of expensive delay in cleaning house.

Goods that are not selling not only take up the room of those that do, but are eating into profits

(Continued on page 91)



Some American Novelties

Operating Expenses In Retail Shoe Stores

*Report of Harvard Bureau for 1922.
Slight Increase in Selling Costs.
Reduction in Sales Volume. No Profits Made for 1922.*

THE fourth annual report of the Harvard Bureau of Comparisons are made with those of 1919, 1920 and Business Research and some enlightening comparisons. For instance, the total expense of doing business in 1919 was 24.4, while in 1922, it was 29.2. The gross margin in 1919 was 33.9, while in 1922 it dropped to 29.0; the net profit in 1919 showed as 9.5 in 1919 and in 1922 the loss was 0.2 per cent. The stock turnover in 1919 was 1.7, in 1920 1.9, in 1921 1.8 and in 1922 1.6. There has been in the four years a steady increase in the cost of doing business each year and thus while the gross margin has increased from 27.8 in 1920 to 29.0 in 1922, the net profit of 1.7 in 1920 went down to losses of 1.0 and 0.2 in 1921 and 1922 respectively.

THE 1922 REPORT

In the introduction of the Report for 1922, the Bureau says—

The Bureau's figures for these last four years tell the story, in terms of operating expenses, profits, and losses in retail shoe stores, of a wide business swing from great prosperity through severe depression to a stage of partial recovery. The figures for 1922 are of particular significance as they show the slowness of the retail shoe trade to readjust itself on a profitable basis following the pronounced maladjustments occasioned by the price movements of 1920 and 1921.

Briefly stated, the salient facts brought to light by the reports from four hundred twenty-one retail shoe firms for 1922 are as follows: The typical shoe store showed neither a profit nor a loss; the total expense of 28.1% of net sales was exactly equal to the gross margin. This means that of each \$1,000 of sales for these firms, \$719 on the average was required to cover the cost of merchandise sold, leaving a gross margin of \$281, which was entirely used up in meeting the total cost of doing business, leaving the average shoe retailer, as a net result, neither a profit nor a loss. For two hundred thirty-two firms that submitted fully comparable statements for both 1921 and 1922, the aggregate volume of sales showed a decrease of 8.3%, from \$34,979,000 in 1921 to \$32,094,000 in 1922. For these identical firms, the typical figure for gross margin increased from \$262 of each \$1,000 of net sales in 1921 to \$283 of each \$1,000 in 1922, and the total expense increased from \$275 of each \$1,000 of net sales in 1921 to \$283 in 1922. In these stores a net loss of \$13 for each \$100 of net sales was sustained in 1921, but in 1922 there was neither a profit nor a loss. The rate of stock-turn for these two hundred thirty-two firms decreased from 1.9 times in 1921 to 1.8 times in 1922; and the aggregate inventory in dollars and cents for these firms was 5.9% less at the end of 1922 than it was at the beginning of the year. Since the common figure for total expense for 1922 was higher than for 1921, the better showing made by these two hundred thirty-two firms was caused entirely by the larger gross margin secured in 1922.

Although neither losses nor profits were confined to any one section of the country, it appears that retail shoe

firms in interior areas, such as the Cleveland, St. Louis, and Kansas City Federal Reserve districts, found it more difficult to sell shoes at a profit than firms in the seaboard regions. Evidently further readjustments of the ratio of operating expenses to net sales will be necessary before the retail shoe business as a whole recovers entirely from the depression of 1920 and 1921. The problems of expense reduction require the careful attention of each shoe retailer. The figures collected by the Bureau for the past four years show that profits gained during the period of prosperity were largely wiped out by the losses in the succeeding period of depression, except where especial foresight had been exercised in preparing for a slump. Business in general reached a point of high activity during the first part of 1923, and shoe retailers who did not effect substantial economies in 1922 may find themselves in a disadvantageous position if another period of business depression ensues in the near future.

As in the past, the firms making the best showing in 1922 were for the most part those that secured a rapid rate of stock-turn. For one hundred nineteen retail shoe firms turning their stock 2.2 times and over in 1922, the average net profit was 3.9% of net sales; whereas one hundred seven firms turning their stock less than 1.4 times in 1922 sustained an average net loss of 3.4% of net sales.

For 1922, reports were received on operating expenses from four hundred sixty-four firms located in forty-five states, the District of Columbia, Hawaii and Canada. These firms had an aggregate volume of sales in 1922 of \$53,881,000. Since forty-three of the reports received were not fully comparable, this bulletin is based on reports from four hundred twenty-one firms with total net sales of \$51,000,000. Of these firms, two hundred sixty-six were located in cities with less than 50,000 population; forty-two were in cities with 50,000-99,000 population; fifty-nine in cities with 100,000-499,000 population; and fifty-four in cities with population of 500,000 or over.

The net sales for these four hundred twenty-one firms for 1922 ranged from \$4,000 to \$1,888,000. Table 1 shows the classification according to volume of business of the retail shoe firms whose reports were used in this bulletin. One hundred one firms, for example, had sales less than \$30,000 in 1922; whereas forty-six firms had sales of \$250,000 and over in the same year. This table also shows the grouping according to volume of business in both years of the two hundred thirty-two shoe firms submitting reports for 1921 and 1922. It is to be noted that fifty-four of these firms had sales below \$30,000 in 1922 as compared with forty-three below that figure in 1921. Apparently the rate of decrease in volume of sales was greater for the small firms than for the large.

Retail shoe firms who are not at present keeping records of their sales by pairs should strongly consider the advisability of maintaining records of this kind. It has been the Bureau's experience that such records afford a valuable index to the real progress of the business.

Inquiry also was made in regard to the relative proportions of sales of men's and women's shoes. One hundred thirty-four firms were able to furnish information on this point. In these stores, the sales of men's shoes, measured in dollars and cents, constituted approximately 25% of the total sales volume; whereas sales of women's shoes were about 50% of the total. From these same one hundred thirty-four firms, information was secured in regard to the price range of men's and women's shoes. Of men's shoes, slightly less than 30% were sold at prices below \$6; 70% were sold at prices between \$6 and \$10;

(Continued on page 99)

National Shoe Week

First Effort at National Co-operation Unusually Successful

ANY experiment that is undertaken, whether it be in the realms of science or business, contains the elements of uncertainty that frighten some men away, but attract others just as surely. The proposal to hold a National Shoe Week, originated in the Shoe and Leather Journal of June 15th., and was in the nature of an experiment. It was not considered a panacea for all the evils that beset the shoe trade of Canada, but was regarded as a means of stirring up interest in shoes on the part of the public.

That its success has been at least as great as was hoped, is assured at time of writing. From small communities with one or two stores dealing in shoes, to larger towns and cities came assurances that dealers would enter into the campaign. In Victoria, on the Pacific Coast, and Halifax, on the Atlantic, National Shoe Week was being proclaimed simultaneously. Vancouver, Saskatoon, Winnipeg, London, Ottawa, Peterboro, Kingston, St. John, Hamilton, Toronto, and many other centres joined in community movements to make people think of shoes, or at least ask "What is this Shoe Week?" The opposite page indicates some of the advertising that was used. And this is only a fraction of the publicity used to talk about National Shoe Week.

One Ontario retailer reports "I believe the average dealer is securing fairly reasonable results. Naturally we do not expect any wonders, but we believe the idea itself is exceptionally good, and that future developments will undoubtedly be better."

Some forty-five retailers of Toronto met the week prior to National Shoe Week, and discussed the plans for the campaign. The district convenors, who had already canvassed their territories reported progress and unusual success. An advertising fund was formed which resulted in the use of large space in the two evening papers. Automobile stickers were also decided on, and with store cards, posters, and folders supplied by the fund from manufacturers, wholesalers, and tanners, these covered the city thoroughly.

The Parkdale district dealers on their own account, sent a float through their territory from which balloons were sent up, a certain number of which carried coupons entitling the holder to a pair of children's shoes free.

Undoubtedly the scope for individuality produced many interesting novelties in the way of advertising and selling stunts. The Halifax dealers, for instance, had special children's days, and also had a picture puzzle, representing a man's shoe, for which prizes were offered.

One of the features of the publicity was the widespread use of the educational articles on shoes, their care, use, and purpose, prepared by the Shoe and Leather Journal. Material of that kind, while it may not sell shoes immediately, tends to develop a style consciousness, a respect for the feet, that must eventually bring results to the shoe trade.

The success of National Shoe Week depended on several factors.

In the first place, plans had to be laid out, and organization outlined.

That the Shoe and Leather Journal took a leading place in the program is well known. All our resources were put at the disposal of the shoe trade of Canada. This was done as a matter of duty to the trade, and be-

cause we were so thoroughly "sold" on the idea and its possibilities.

The manufacturers, wholesalers and tanners of the country were canvassed by us on behalf of the trade, by means of letters and by personal calls, and a fund—modest, but sufficient for the requirements of a first effort—was established. This was necessary for the provision of the cards, posters and folders which told the story to the retail trade, and helped them tell it to the public.

But without the backing of individual retailers, of community organizations, and the National organization, the project could not have hoped for success.

Mr. Howard C. Blachford, President of the National Shoe Retailers' Association of Canada, and leading merchants in a great number of cities, towns and villages gave gladly and freely of their time and thought, with the idea of putting over National Shoe Week in successful fashion.

The district convenor, and the individual dealers, alone know how much time, thought, and money was required to round out the plans and make National Shoe Week an accomplished fact.

There was only one man who could really make Shoe Week a success. That was the shoe dealer himself. If he worked alone, used the material with which he was supplied, he helped. If he spent some of his money as well, if he co-operated with his neighbours, his share was that much greater.

To each individual who co-operated, to the district convenors who carried a heavier load, to the National Association, represented by President Blachford to the manufacturers, wholesalers and tanners who contributed cash, the thanks of the shoe trade are due.

So far as the Shoe and Leather Journal is concerned the sense of having originated and contributed to a National movement of such success, of such value, and such promise, is in itself sufficient reward.

Delay in this issue, due partly to details in connection with Shoe Week, has permitted us to see a few only of the results already obtained, and publicity employed. A fuller report will be made in our next issue. In case we might not have received details of how National Shoe Week was put across, let us hear from you, so that our report may cover the ground thoroughly.

National Shoe Week is a chance for the live merchant or salesman to use his ingenuity in interesting the public in shoes. Doubtless there will be many striking examples of salesmanship or selling methods developed by the campaign.

As an additional incentive the Shoe and Leather Journal is offering two sets of prizes.

The first deals with window displays. For the best window display during the campaign, a prize of 15 dollars is offered. For the next best, 10 dollars. Send a photograph and brief description of the display and say something about its effect and the comments made on it.

The other prizes are for selling stunts. Anything in the way of a special advertisement, interesting and profitable methods of interesting customers or selling goods comes under this heading. The only exception is that it must not deal with cut prices—it is salesmanship we are interested in.

As a time limit must be set, we will accept for the contest any matter posted before October 1st., 1923, and will endeavor to report the awards in our October 15th. issue.

National Shoe Week

Sept. 17th to 22nd 1923

Acknowledgment

The following firms have contributed to the Co-operation Fund provided by shoe manufacturers, shoe wholesalers and tanners for the purpose of providing special selling helps for the Retail Shoe Dealers of Canada in connection with National Shoe Week (Sept. 17th to 22nd.)

Shoe Manufacturers

Aird & Son (Reg'd.), Montreal
 Chas. A. Ahrens, Ltd., Kitchener
 J. & T. Bell, Ltd., Montreal
 Blachford Shoe Mfg. Co., Toronto
 J. A. & M. Cote, St. Hyacinthe, Que.
 Daoust, Lalonde & Co., Montreal
 Dufresne & Locke, Montreal
 Dupont & Frere, Montreal
 Getty & Scott, Ltd., Galt, Ont.
 Gagnon, Lachapelle & Hebert, Montreal
 W.B. Hamilton Shoe Co., Ltd., Toronto
 Hartt Boot & Shoe Co., Ltd., Fredericton, N.B.
 The Hurlbut Co., Ltd., Preston, Ont.
 John McPherson Co., Ltd., Hamilton
 Wm. A. Marsh Co., Ltd., Que.
 Murray Shoe Co., Ltd., London, Ont.
 Newport Shoe Co., Ltd., Toronto
 Perth Shoe Co., Ltd., Perth, Ont.
 Oscar Rumpel, Kitchener, Ont.
 John Ritchie Co. Ltd., Quebec

J. E. Samson (Enr.), Que.

Scott-McHale, Ltd., London, Ont.

Talbot Shoe Co., Ltd., St. Thomas, Ont

Tetrault Shoe Mfg. Co., Montreal

Walker-Parker Co., Ltd., Toronto

Williams Shoe, Ltd., Brampton

U.S.M.Co., Ltd., Montreal

Shoe Wholesalers

D. D. Hawthorne Co., Ltd., Toronto

J. A. McLaren Co., Ltd., Toronto

George Robinson, Ltd., Montreal

White Shoe Co., Ltd., Toronto.

Chas. Tilley & Son, Ltd., Toronto

Tanners

Beardmore & Co., Toronto

Breithaupt Leather Co., Kitchener

A. R. Clarke & Co., Ltd., Toronto

Collis Leather Co., Ltd., Aurora

Clarke & Clarke, Ltd., Toronto

Davis Leather Co., Ltd., Newmarket

A. Davis & Son, Ltd., Kingston

Edwards & Edwards, Ltd., Toronto

Robson Leather Co., Ltd., Oshawa

The thanks of the Canadian Shoe Trade are hereby extended to those who have so kindly lent their support and assistance towards this effort to arouse public interest in the sale of Canadian-made shoes.

Brief Style Comments

A REVIEW of the situation across the line seems to warrant the belief that the period of shoe extravagance has reached an end and styles are going to be more conservative and sensible in both men's and women's. Of course, it will take time to overcome the tendency towards the bizarre in design and decorative frenzies, but nevertheless there is a decided tendency towards neater models and simpler effects.

In men's shoes a tendency is noticed towards even broader and more comfortable lasts than those more recently in use. The English custom last is still popular in the finer lines, but there is a tendency to broaden the ball and even the toe. What is called the "potay" last, with roll effect and outside swing sides giving a wall effect on outer edge and with medium recede toe, exemplifies this.

Brogues are still going strong notwithstanding the tendency towards smoother leathers, and the "duck bill" last is becoming more popular the width at bottom being retained and streamline effect giving smartness to the shoe. The darker shades of tan and red retain their popularity particularly what is known as log cabin brown, and tony red. There is a gradual return to black in process although the proportion is still about 60 to 40 in favor of dark tans. Low shoes retain their strong lead even for fall wear.

There are some innovations but the general tendency is towards plainer effects even in medium priced goods. Amongst the changes in some of the high class lines, however, will be found circular vamps with long wings, modified square throats and

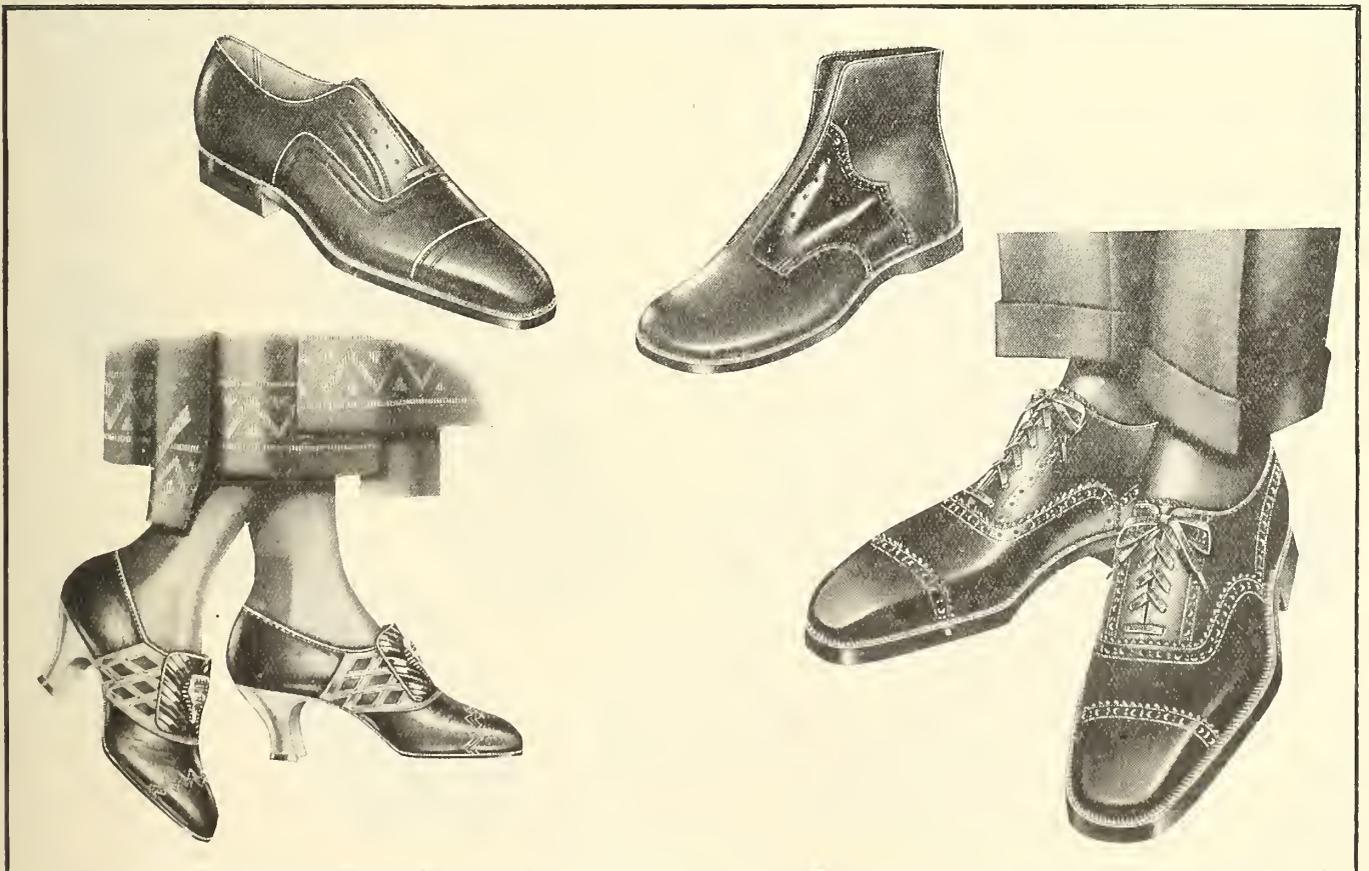
abruptly rounded corners with inlays at front of throats and on the fronts of oxfords. Blucher effects continue popular and full quarters are in favor in high shoes.

There is in women's lines of the better type a noticeable tendency to get back to sane comfortable shoes with the maximum amount of style and utility combined. The nightmare of styles has driven sensible women as well as dealers to almost the extreme of conservatism and there is a greater demand than for some time for good sensible outdoor shoe styles. Welt shoes with close trimmed edges seem to be taking the place of turns for street wear, and even the strap shoes as well as the oxfords are getting away from elaborateness of ornamentation and extravagance of cut.

Plain one, two and three straps seem to be leading and trade is turning to blacks very largely ooze coming first, then patent and then satin. Bronze kid and brown satin are in the running, but fancy shades are disappearing. Strange to say grey seems to hold its own and in suede, buck and even kid is making a good showing. Side gores are being used rather than front gores, and medium toe lasts with slightly shorter vamps seem to be developing.

In straps the lighter styles seem to be favored and semi-sandal effects are still going strong. Pumps are being introduced with cutout effects and high heels, to give the high arch effect the heels of wood running from 16 to 18/8.

Blacks are growing in favor as the season advances and the decided tendency towards this style in dress develops. There is little doubt that the close of the present season will see great changes in this line in which straps will vie with oxfords until real winter comes.



Some New Samples

Sell The Shoes You Buy

By Percy Hart, of New York City, before New York State Convention

BUYING the shoes a merchant needs and selling the shoes he buys, is most important because the success or failure of retail shoe businesses are dependent on this policy. The subject can be reduced to one word, namely—Turnover. Like most other retailers, in fact, I may say all retailers, we are too prone to back water on the shoes we purchase. Primarily all purchases are made or should be made on a budget. In determining this budget the following facts should be borne in mind; for instance, if we are determining the budget for the fall we should consult our sales at cost for the same period a year ago, and also the number of pairs of shoes sold. We should then figure what percentage of increase or decrease has occurred in the cost of our merchandise, and decide whether or not business conditions are more favorable or less favorable than they were as compared to the previous year.

Having made our decision, we should set up a figure at least 10 per cent below this estimate, because a leeway must be left to take care of fill-ins and new styles appearing from time to time. It is much easier to buy than to sell, and for the shoes sold you have the money, and with the cash you can secure either immediate deliveries or deliveries quick enough to take care of any demand that your store may have. I believe most manufacturers of to-day are equipped to give prompt deliveries, and if these are unobtainable, you always have the jobbers. You will find our friends in this branch of the industry

prepared to take care of your needs. We can always at a pinch get, in fairly good time and in quantity, any of the new styles which creep into being during the season. Once having bought our basic stock, plus the novelties which are shown us, approximately before the season opens, it is our duty to stand by such purchases and turn them into money.

The shoes which sell are the ones you buy and not those that are sold to you. If you did not think the styles were good and saleable you would not have bought them in the first place. The enthusiasm which you displayed in buying them from the travelling salesman must be passed on.

Your salesmen must be sold the goods you have bought so that they in turn are able to sell them to your patrons with equal enthusiasm. If the total of our advance purchases has consumed our approximate appropriation, then it is up to us, as merchants, to merchandise what we have bought. "Stand by your guns" in this respect, and have enough confidence in your ability to sell your customers what you have bought as being the right thing for them to wear. If we continue to buy regardless of what we have on hand, we will have an accumulation which after awhile will bury us.

Do not misunderstand me. I believe no rule was ever made that cannot be broken, so if we arbitrarily stop our purchases, we are likely to stifle our business. Each man must decide for his own business. If he finds it absolutely necessary to make additional purchases when his appropriation is exhausted, such additional purchases should be made with the utmost care and only in the smallest quantities. If we have a few pairs of a much wanted style, properly displayed so they will bring customers into our store, we will sell them something, because the people who enter are interested in footwear, whether it be one style or another.



A Few New Ideas



*Cross-Strap Welt in Various Combinations,
Blachford Shoe Mfg. Co., Ltd.*



*Combination One Strap
J. & T. Bell, Ltd.*



*One Strap with cutouts
Walker-Parker Co. Ltd.*





*Cross Strap With Cut-outs.
Dufresne & Locke Ltd.*



*Three Strap
Eastern Shoe Co. Ltd.*



*Lovers' Knot, Turn Strap.
Crescent Shoe Co.*





One Strap with cutouts and inlays
Dufresne & Locke, Ltd.



Cross Strap Pump
Blachford Shoe Mfg. Co., Ltd.



Side Gore Model
Charbonneau & Deguise, Ltd.





*One Strap Cut-out
La Duchesse Shoe Co.
Regd.*



*Growing Girls' One Strap
Getty & Scott, Ltd.*



*Egyptian Sandal, Patent, Kid Trim
Daoust Lalonde & Co. Ltd.*





*"Trixie" Last
"Oriole" Pattern
Tetrault Shoe Mfg. Co., Ltd.*



*Tarsal-Ease Blu. Oxford
Smardon Shoe Co., Ltd.*



*One Strap
Chas. Ahrens Co., Ltd.*



*Women's Oxford
Perth Shoe Co., Ltd.*





Women's Oxford
Perth Shoe Co., Ltd.



Straight Lace Oxford
Smardon Shoe Co., Ltd.



Men's Oxford
Chas. Ahrens & Co., Ltd.



Women's Oxford
Wm. A. Marsh Co., Ltd.





*Infant's Patent
Instep Strap
Getty & Scott, Ltd.*



*Misses One Strap
Pump
Dominion Shoe
Ltd.*



*Patent Sandal
Canadian Stitchdown Co.*



*One Strap
Globe Shoe Co. Ltd.*





Moccasin Oxford
Canadian Stitchdown Co.



Boys' High Cut
Dominion Shoe Co. Ltd.

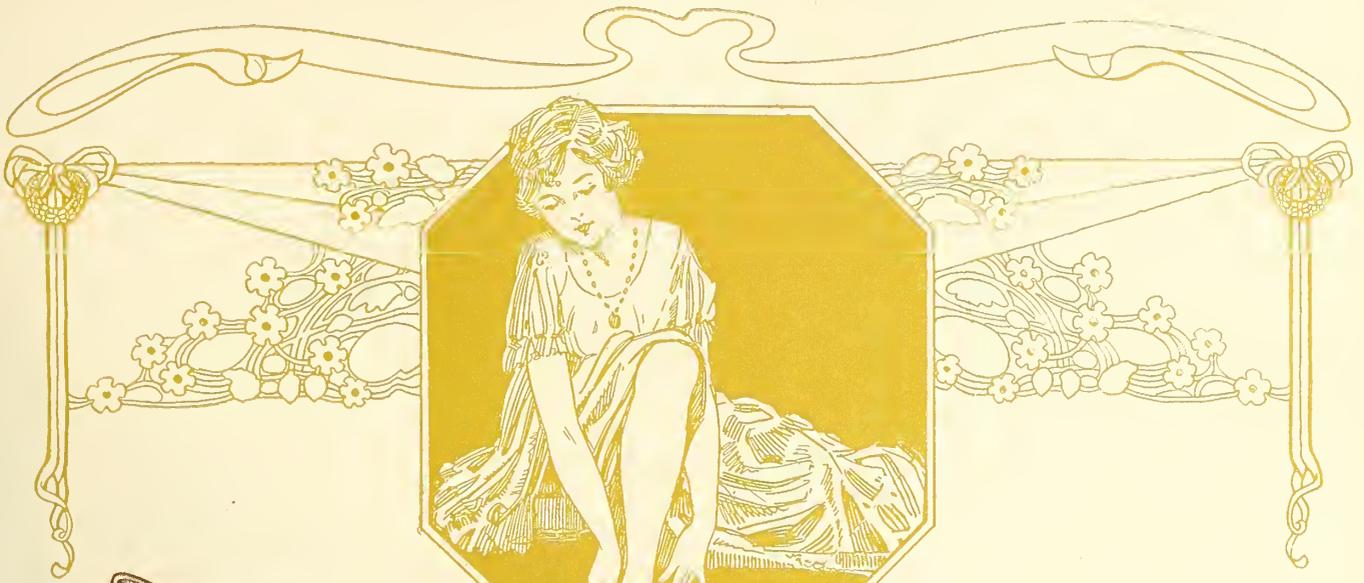


Moccasin Blucher
The Hurlbut Co. Ltd.



Boudoir Slipper, Oriental Kid
Oscar Rumpel





Oxford "Zip"
Scott McHale, Ltd



"Vimy"
Hatt Boot & Shoe
Co. Ltd.



Man's Oxford. J. & T. Bell, Ltd.





*Patent Pumps
Tallot Shoe Co. Ltd.*



*Men's Oxford
Dupont & Frere*



*Men's Brogue Oxford
John Ritchie Co. Ltd.*



*Men's Oxford
Dufresne & Locke*



*Men's Dancing Pump
Wm. A. Marsh Co., Ltd.*



*"Nero" Last, "Coue" Pattern
Tetrault Shoe Mfg. Co., Ltd.*





*Men's High Cut
LePage Shoe Co., Ltd.*



*Men's High Cut,
Arch Preserver
Talbot Shoe Co., Ltd.*



*Men's High Cut
J. A. & M. Cote*





*"St. Andrews"
"Harrington" Pattern
Tetrault Shoe Mfg. Co.
Ltd.*



Sport Oxford, La Maison Girouard Ltd.



*Men's Oxford Arch Preserver
Talbot Shoe Co. Ltd.*





*Men's High Cut
Leclerc & Freres*



*Men's High Cut With 1/2 Rubber Heel
O. Goulet & Sons*



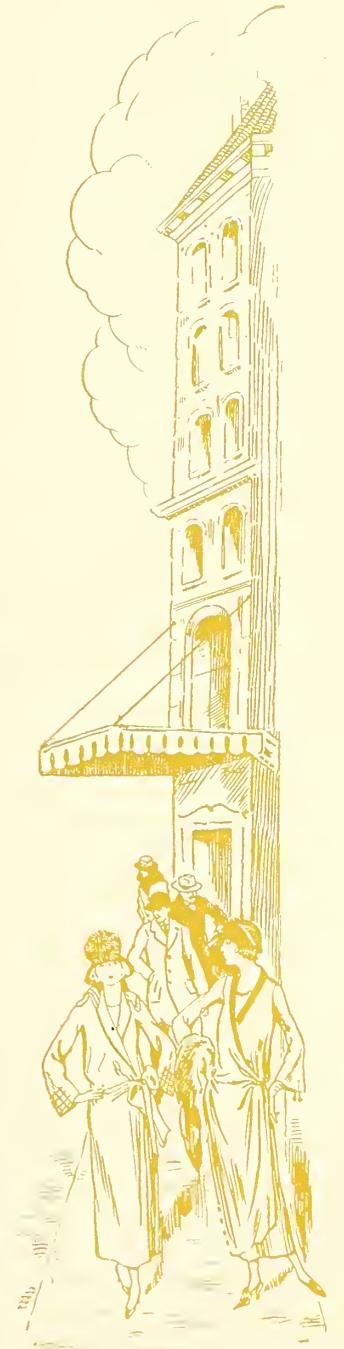
*Moccasin Shoe
Hurlbut Shoe Co., Ltd.*

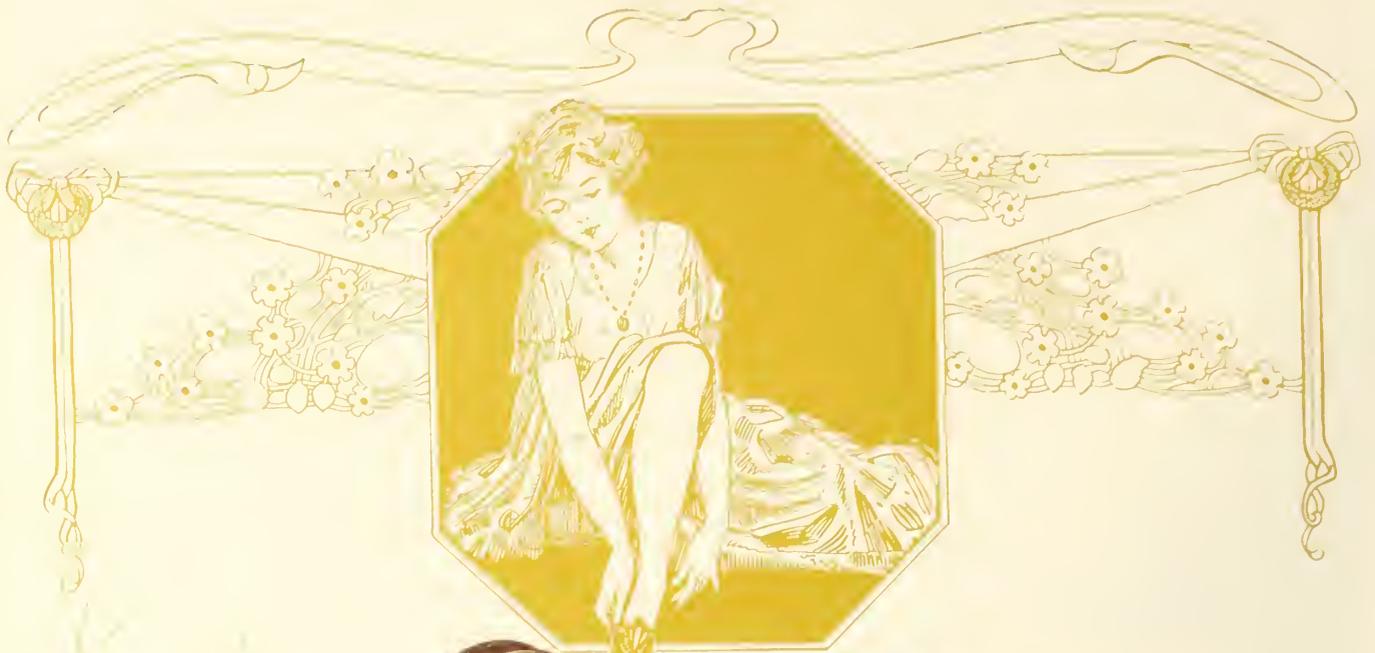


*Men's Oxford
Wm. A Marsh Co., Ltd.*



*Boy's Oxford
Tetrault Shoe Mfg. Co.*





Hockey Boot
J. E. Samson, Enr.



Ski Boot
John Palmer Co. Ltd.



Ladies Sport High Cut
Witchell-Sheill Co.



B

Onyx — Archgrip — Georgina
"Grips the Arch"



Turn Footwear for Evening Wear

CROSS STRAP PUMP

*Recommended in Log Cabin, Toast Brown and Beige Suede,
Patent, Kid and Satin*

Retails \$8.50, \$9.00, \$10.00

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

Methods of Modern Management

Collecting Accounts When Due. By G. W. Hafner, Manager, G. W. Hafner, Inc., Auditors & Industrial Engineers, Chicago, Ill.

THE whole secret of getting in your outstanding accounts receivable is to insist on observance of your terms. It is a simple matter of horse sense, that is all. State your credit terms, and insist that every man who buys from you hold to them.

Certainly that formula is simple enough. And yet, it is just here that 99% of all business men fail. Collection calls, collection letters, duns, "stunts" or what not, may be good or bad in themselves. But they are hopelessly ineffective, if they are not backed up by this simple fundamental principle. State your terms, and have the courage to get them observed!

Similarity of Selling and Collecting

There is no basic difference between selling your merchandise and collecting the money for it. Either problem simply means that a way must be devised to overcome the resistance against what you desire to accomplish. This is true, because the only difference between the sale and the collection is that, in the first instance, the customer signs the order and in the second instance he signs a check.

Unless you are relying upon reaching every man, woman and child in the country, general business conditions are not very important to you. The law of general average does not apply to you, unless you admit you are only sitting down and idly waiting for business to come your way. As long as there remains enough possible customers who are able to buy and who need your goods, your mission is to reach them and forget those who are not now possible prospects.

The same thing holds true in collections. Money may be tight and scarce, but unless you have been extending credit with utmost abandon, practically every one of your customers has the money, or can get it. There may be times when he hasn't enough to immediately pay everything that he owes, and which is due, but even then he still may have enough money to pay your bill, or at least part of it. Whether you get that money or whether someone else gets it, depends on you.

If any business man handles his collections on the theory that the business conditions of the nation must be changed before he can collect the \$132.64 due from Smith, he is on the wrong track. He does not have to change the whole nation to collect that bill, nor does he have to wait for someone else to change the nation. His battle is with Smith only. It will pay him to forget the others who do not owe him—and go after Smith, who does.

The crux of good collecting lies in the ability of the business man to reduce the average losses from bad debts. Now, of course, any merchant or manufacturer can cut his bad debts down to nothing at all, if he is foolish enough to want to do that. All that is necessary to attain this result is to arbitrarily eliminate every account except those of undoubted standing. But following this policy would mean, in at least the majority of cases, that the sales of the business would be reduced to such an extent as to impair the possibility of profit-making. There is a very large percentage of trade which must be done with people whose re-

sponsibility is not of the highest, and the great percentage of them are safe debtors. There is still another class looked upon as of doubtful responsibility—and the majority of these, even, manage to pay their accounts within a reasonable time. It is in these two latter classes, of course, that the element of risk prevails.

Requisite of Human Interest in Successful Collection Plans.

But this matter of getting your money when it's due is not a cold-blooded proposition of watching your customer like a vulture, although certainly as will be later illustrated, you should maintain some sort of adequate credit records. Rather it is a question of realizing that tact and diplomacy, and a genuine human sympathy and imagination are of the utmost importance. Caution is necessary, and so is impulse without caution. Self-restraint is necessary, and so is self-abandonment. Man is not made on the pattern of a biscuit or a pie, with just so many fork-sticks in him; the combination of his being is so voluminous, it is necessary to study him with care and handle him with gloves on.

A great many people have an abhorrence of even a polite letter reminding them that they have failed to pay their bills. They resent it, no matter how courteously the letter is worded, and if it has an individual signature on it, they think that that person has a grudge against them, and likes to hound the life out of them about their bills. When only the firm's name is used, the customer is less likely to get the impression that the proprietor or manager is injecting his personality into the letter.

The collection plan of one business man which effectively produces worthwhile results, consists of writing the following friendly letter, to all those customers who, for one reason or another, have neglected to settle their accounts.

"If it is not convenient for you to pay your account in full, we shall deeply appreciate it if you can help us out with a payment of whatever you can spare at present.

"We do not want to dun you, and if you can't pay just now, pay no attention to this request until such time as you may be in a position to favor us.

"Thank you very much for your business."

The customer who receives this kind of a letter represents the best trade that this merchant enjoys. If they were not of this type, the letter would fail of its purpose, for there are always customers of the less desirable type who would take advantage of the offer that the letter carries, and put off paying their bills as long as they possibly could.

We believe that the most successful collection plan is based on the theory that human interest is the biggest single aid in collecting money; in other words, that your customer will pay his bill, if he is treated with the same courtesy and consideration as you expect to receive from your creditors.

One ingenious device serving this end is to write across a slip of paper attached to the top of every overdue bill sent out to customers, the following sentence: "Dollars are worth so little to-day, I am sure you will not mind sending me the few you owe." Any business man will find that a device such as this will do more good in collecting accounts for him than any ordinary dunning letter.

Personal Contact Best Collection Medium

But the most successful plan of all is to have a

The
GAGNON BROTHERS
LINE

SUPERIOR INDIAN SLIPPERS

Add These Trade Winners to Your Stock

Jack Buck Moccasins, Horse Hide Moccasins, Indian Slippers, Snowshoes, Canvas Canoes, Paddles, Sweet Hay Baskets, and all kinds of Indian Curiosities.

Our popular productions in Indian Slippers have all the attractiveness of exclusive novelty patterns and all the satisfying qualities of maximum comfort and wear.

Our Moccasin Lines have the superior trade winning features that boost winter sales. Your enquiries are respectfully solicited



GAGNON BROTHERS

LORETTEVILLE

QUEBEC

SAMSON

Superior Sporting Shoes

Samson Hockey Shoes win the permanent favor of all who sell them or wear them, because their merit is superior, their workmanship is faultless and their fitting features are exclusive and an improvement over those of any similar line. Also specialists in Football, Baseball, Ski Boots and all Sporting Footwear.

Samson shoemaking also turns out a wonderful line of staples, and this season's samples will surely appeal to the buyer who knows shoe value and shoe character.



A complete line of McKays

A leading line of Heavy Staples

Unequaled Hockey & Football Boots

J. E. Samson, Enr.

20 Arago St.

QUEBEC.

heart to heart talk with your customer about his bill. Meeting customers in person makes for better mutual understanding. Such visits will smooth out wrinkles and enable adjustments to be made, and claims settled, more quickly than in any other way. By this means you become familiar with the class of customers you are dealing with, and the condition of their businesses. Besides this, you will find them returning to you again and again with orders, for they soon understand that you are interested in their welfare beyond the getting of orders. We think it is a good plan for the proprietor or manager to get about among his customers as much as possible, especially in connection with this matter of overdue accounts. In our judgment, it should be the policy of every manufacturer and merchant to gain the confidence of his customers through personal contact with them, whenever and wherever possible.

If you mix with your customers you will always come out the better for it. If you mingle with the men who do business with you, you will seldom find them as bad as you thought they were; or, if you find them bad in spots, you will also find that there are many good spots in them which you did not know anything about before.

In the earlier days of this country, when a man wanted to catch wild turkeys, he built his pen in the woods, dug his trench, and strewed corn along for quite a distance. He would have been a miser, indeed, who would grudge enough corn to catch the turkeys; and men in business must be mean and selfish and small if they cannot spare enough time and effort and tact and diplomacy to catch their customers.

Credit and Collection Information

To enable credit to be granted promptly by the office, a card file, either visible index or closed file, should be maintained. If a card is maintained for each customer, showing name and address of customer, his ratings by the commercial agencies, any other information that can be secured about him from banks, business firms and individuals; the limit placed upon his credit; and a means of determining the balance due at any time, and such like information, the approval of ordinary credits can be taken care of by the other clerks, as they are received over the phone, through the mail or otherwise.

When it is desired to have a concise record of the condition of each account, without the necessity of referring to the detail in the Customers Ledger, some such cards as these should be kept.

Customers should be divided into at least three classes:

1. Those who enjoy unlimited credit, and who pay promptly and according to terms of sale.
2. Those upon whom a limit has been placed, and who are under surveillance.
3. C.O.D. Customers; i.e., cash or payment on delivery.

To designate the particular one of the three above designated classes into which any customer may fall, three metal guides are used. One is blue, one green and one red. The blue tag is placed on all accounts falling within the first classification; the green tag on all those comprising the second classification; while the red tag signals danger, and is placed on all C.O.D. customers.

With a view to systematizing and minimizing the work of collecting, many systems of card indexes have been designed and are in use. These cards are of the same general order as the credit reference cards described, and there is no reason why one card could not be made to answer the purposes of both credit and col-

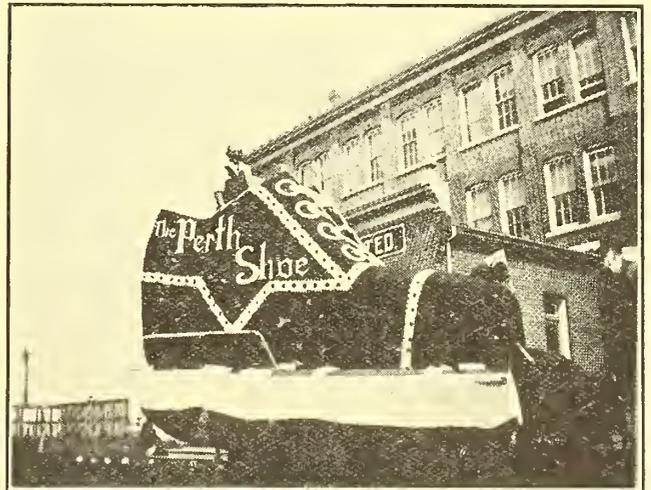
lection references. There are also cards known as maturity slips, used to indicate the maturity of accounts. These cards are kept in a tickler, so that the man in charge of collections may be reminded that such accounts are either due on certain dates or that payments on overdue accounts should be forthcoming upon such dates.

Such a tickler system will be found conducive to better attention to collections. It is an easy matter for the business man, his credit man or collector to turn to a tickler, pick out the cards that stand in a certain day, and see at a glance from whom payments should be forthcoming. This is a great improvement over the old method whereby dependence was very largely placed upon memory, or memoranda made upon blotters or diaries. Such memoranda usually referred to extreme cases only; and not to all the accounts, in regard to which full information could be quickly obtained by reference to the tickler.

In almost every business, the proprietor or manager will find that constructing a graph of his Sales and Collections will be a real help in keeping collections normal.

The sales and collections curves on such a chart are plotted cumulatively, from month by month, the collection data being two months later than the sales figures. January sales are compared with March collections; January plus February sales are compared with March plus April collections, and so on during the year. Several lags and spurts in collections are thus clearly shown, and the general relations between collections and sales can be promptly maintained. Working on a 60 day basis, if accounts are collected up to date, the sales and collection curves should be nearly parallel.

Finally, go after your delinquent customers; camp on their trail; let them know you expect settlement—but do it kindly, courteously, tactfully. This is the secret of successful collections.



IT'S BIGGER THAN A FISH STORY.

The above picture illustrates a big shoe built of black cloth by the Perth Shoe Co. Limited, of Perth, for use in a trade parade held in connection with the Annual Fair of Perth. This was by far the most attractive and imposing float in the procession. Mr. M. C. Boulette, one of their foremen, under whose supervision the shoe was made, is standing on a support inside of the shoe, which he had to reach by a ladder from the ground.

IMPORTANT

That You See Our Lines

If you are looking for a moderate priced line that you can RELY ON, here is your opportunity. Dealers find that it outsells any similar line because it outclasses them for big value.

*McKAYS and IMITATION WELTS for WOMEN, MISSES,
BOYS, YOUTHS and CHILDREN*

The samples we are showing will make it easy for you to pick a fine selection of quick sellers for the coming Season. Put this down as a line you MUST see.

CHILDREN'S SHOE MANUFACTURING CO., REG'D.

37 Colomb St.

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Holt, Renfrew & Co. Limited

Quebec

Distributors of the high grade line of
MOCCASINS, INDIAN SLIPPERS, etc.

manufactured by the

Huron Glove Company, Limited

Shoe manufacturers everywhere are finding new
fields of profit opened up by these superior lines



"HURON CHIEF" BRAND MOCCASINS

Wonderfully popular for Winter wear, combine all the satisfying features of warmth, comfortable fit and long wear under hardest exposure.

INDIAN SLIPPERS

A strong selling novelty line—with their dainty exclusive patterns and excellent comfort features they capture trade in ever increasing volume.

**MOCCASINS IN JACK BUCK, ELK AND HORSE HIDE
INDIAN SLIPPERS - - - ELK AND DEER MITTS**

Do not delay in ordering for the coming season

WRITE OR WIRE FOR SAMPLES AND PRICES



LUC ROUTIER

1	THE STANDARD	1
	OF QUALITY FOR	
9	20 YEARS	9
0	The best grade of leather used.	
	You are sure to be satisfied	2
	with our lines.	
3	"THEY BUILD FRIENDS"	3
	McKAYS and S. SCREW	
	For MEN, BOYS and YOUTHS	
	LUC ROUTIER	
	56 Colomb, QUEBEC	



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

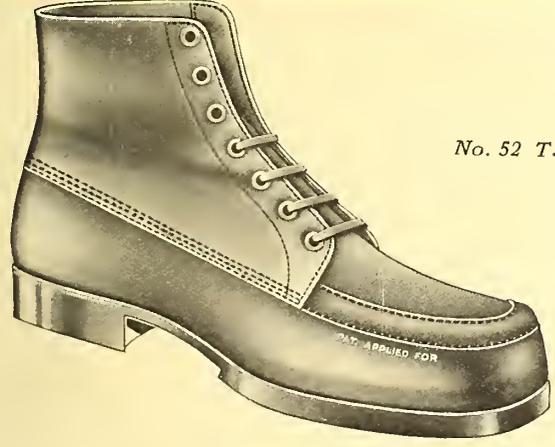
for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths

WRITE OR WIRE FOR SAMPLES

New Castle Leather Co. Inc.

New York

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



No. 52 T.

A Superior Work Boot

Specially made to give maximum wear and comfort. The most improved type of boot for farmers, lumbermen, etc. Solid leather throughout, made with Clump Sole, Slip Sole or Single Sole, in 6, 8, 10, 12, 14 or 16 inch heights.

See this and other Tanguay Specialties for Fall and Winter

JOS. TANGUAY, Reg.
34 du Roi Street
Quebec

To Western Dealers

Do you want something that's different, something exclusive, something your neighbour has not got?

HERE IS YOUR CHANCE

THE "MOCCASIN" SHOE
THE "WIGWAM" SHOE

MADE BY PADMORE & BARNES, LTD.
Northampton, England

The Finest English Footwear Made

450 different styles carried on the floor and sold to you in any quantity

The Agency is open in your Town. Do you want it?
Investigate this popular priced line of high grade Shoes

Alex Forbes

A card will bring our Salesman. Sole Western Agent
6175 Yew Street -:- Vancouver, B. C.



"The Big Value Line To-day Is
GOULET'S"

That is what buyers are saying who have seen our range of samples for the coming season.

We have put into these lines special selling features of popular style and good shoemaking to make them the trade attraction which the times demand. We have priced them to overcome any objection that customers could possibly raise from the standpoint of value, and to make them SELL where buyers are the most exacting.

With the complete range covering a wide demand it is easy for you to make a selection to suit your needs.

WELTS—for Men and Boys.

MOCK WELTS—for Women.

McKAYS and STANDARD SCREW—for Men, Women,
Misses, Boys, Youths, Children.

SOLID PEGGED—for Men.

O. GOULET & SONS
LIMITED

575 St. Valier St.

Quebec

LECLERC



*Test Leclerc Shoes
In Your Fall Selling*

You make no experiment when you choose Leclerc Lines as the right priced correctly made shoes for the important purpose of stirring up trade today.

You invest in shoes that make quick sales; and their quality is such that as fast as turnover is produced, customer confidence is built up.

The superior working boot here shown is one of our most popular specialties, a proven trade-winner everywhere.

See the complete line early. It will add the needed appeal to your season's selling campaign.

LECLERC FRÈRES

96 Montmartre St.

Quebec

A Hustling English Concern

MR. Oliver Eatough governing director of Eatoughs Limited, Leicester, England, who is well known as the pioneer of the British slipper trade in Canada, after a lapse of some thirteen years has just made a personal visit to the trade on this side with a view to renewing old acquaintanceships and more thoroughly establishing the Eatough business throughout Canada. He has been accompanied by his son-in-law, Mr. Percy S. Ashworth, who has charge of the foreign sales department of the concern.

Shortly after the great war ended, and before the boys were demobilised, Mr. Eatough, determined to establish his lads in the business in which he had been so successful himself, and to which he had devoted practically a lifetime. Arrangements were accordingly made for location, equipment, etc., and as soon after the cessation of hostilities as was possible, in fact within a few months from the signing of the armistice, the enterprise was regularly launched and the first factory was in active operation.

With that keen foresight which had made Mr. Eatough so successful in his particular field he saw not only the opportunity but the need for producing a better class of slippers and shoes than had been



Mr. O. Eatough

hitherto the rule. So he decided upon Leicester which is the centre of the fine shoe trade in England, as his base of operations, and established his headquarters there. To his world-wide experience of the needs of both domestic and foreign trade he determined to add the enthusiasm and energy of younger blood, with the result that he has since perfected an organization that is complete in every department and equipped to meet the strenuous conditions of modern shoe manufacturing.

His eldest son, Mr. Harry, who spent some time in Canada a few years ago and who is well known to many of the shoe trade of this country, having

been already established in another manufacturing line, the active management of Eatoughs Limited, was entrusted to Mr. Tom, the second son, who may in a word be said to be "a chip off the old block." Mr. Jack, the third son has charge of the leather shoe factory at Syston, and Mr. Percy S. Ashworth, Mr. Eatough's son-in-law, directs the foreign trade department.



Mr. Percy S. Ashworth

Mr. Andrew McAuley, with 35 years' practical experience is director in charge of manufacturing. Mr. J. M. Layland, manager of London office, is director in charge of domestic sales, while Mr. S. J. Barlow, who has had over 35 years in the retail shoe trade, and Mr. Eric J. Barlow, who is in charge of the Burton, white shoe factory, are also on the board of directors. The two younger sons of Mr. Eatough, Mr. Jim and Mr. George, have just finished their education and have gone into the business. The organization thus combines wide experience, unbounded energy and that thorough co-operation which together with the well known characteristics of the governing head mean certain success.

When Mr. Eatough first visited the Canadian market over twenty-five years ago, he found that the lines made for the English market were not quite suited to Canadian trade, and he immediately set about remedying the situation by his old firm producing goods the character and price of which soon made them household words with the trade in Canada. So if anyone thoroughly knows the requirements of this market in slippers and canvas goods generally, it is the head of Eatoughs Limited, who has for years been jocularly referred to by the trade on this side as the "Yankee Englishman."

Mr. Oliver Eatough is appreciated as much for his own sterling worth, as for the character of the goods he has always delivered to the Canadian trade. He is known here as well as at home as a man whose word is as good as his bond and his blunt outspoken ways have won him many friends. He is also a magistrate for the County of Lancashire. Mr. Eatough and Mr. Ashworth leave Canada for Australia, New Zealand and South Africa, making a tour of the world combining business and pleasure.

Rubber Shoe Notes

RUBBER shoe manufacturers are out with their new samples for the summer of 1924. There are very few changes in the list either with respect to goods or prices. The past season has been somewhat of a disappointment. Retailers have not sold the amount of goods they expected, due undoubtedly to the fact of the large sale of light leather lines of summer goods especially for women. In addition to this, leather shoe manufacturers have figured on the game on a larger scale than usual using rubber soles in many of their lines. It may seem strange that the latter have taken up the crepe sole proposition rather more readily than the rubber shoe manufacturers and it looks as though the coming season were going to see the competition in this line considerably increased. Some of the factories are showing crepe sole goods but most of them seem afraid of the proposition on account of the difficulty in securing absolute satisfaction in attaching the sole. In any case, it looks as though the next season were going to see outing shoes loom up as large as ever and those who are able to put a little ginger into their lines will have a decided advantage.

Terms and Prices

An early order discount of five per cent is announced on all orders fully detailed as to quantities, kinds, sizes and shipping instructions placed before December 15th., 1923, for shipment before May 1st., 1924. Shipments made from now to Dec. 31st., 1923, are payable net cash end of month following shipment or less 2% on tenth of month following shipment. For goods shipped January to April, 1924, the terms are net cash at the end of May or less 2% if paid on May 10th. The hope is that dealers will order early as there is always congestion towards the end of the manufacturing season and there is consequently considerable disappointment and loss of sales through goods not reaching retailers in good time, particularly if the season is early.

Fall and Winter Goods

Placing orders have not been as good as usual this season although last winter was an unusually good one for the sale of rubber footwear, that stocks were pretty well cleaned up. The general stagnation in the shoe business is largely responsible and retailers with large stocks of leather goods have been naturally averse to increasing or anticipating their obligations. Then the volume of business was spread amongst a larger number of concerns for in the rubber shoe game, as in general shoe manufacturing, we have a production capacity in Canada to-day that is considerably in excess of our requirements. However, the factories are all fairly busy on the coming winter season's goods and with a fairly good spell of cold wet weather or a snow flurry or two, there will be a considerable addition, no doubt, to present orders. One feature of the trade in regular lines this year is the confidence dealers seem to have in the sale of women's high overshoes. This line seems to promise well and will continue to maintain its hold just as long as low cut leather shoes are popular with the fair sex. Even in men's lines the tendency towards overshoes seems to increase as men follow the oxford fashion which now extends well into the winter.

The Crepe Sole

There are two outstanding dangers in connection with the development of the crepe sole, and these lie within the province of manufacturers to avoid. Already crepe soles have been put upon the market that are liable to give the proposition a "black eye". Reclaimed rubber and other substitutes have been mixed with the pure latex and the

result has been that the soles have gone to pieces in a short time. The soles should be made from pure raw sheets or this line will get its quietus. The second danger lies in attaching. Complaints of the sole coming apart are due to improper or careless cementing. The best results are obtained where an ordinary rubber or leather sole is first attached to the shoe and the crepe rubber sole attached with good cement. When the leather inside sole is used the crepe sole may be stitched.

SETTING THE HOUSE IN ORDER.

(Continued from page 58)

in more ways than are usually calculated. Besides the cost of "overhead" there is their interfering with sales of lines that should take their place and which in turn over two or three times a year must represent an amount of possible profit that might make all the difference between a profit and loss balance in red and one in black ink.

Merchants who realize the necessity for carefully guarding against accumulation of dead stock adopt the system of marking the shoes when placed in stock by letter. A will thus represent those purchased and placed in stock within three months, B those within six months, C those within nine months, D twelve months, E fifteen months, F eighteen months and G all beyond that time. All in the G class should, of course, be cleared out at whatever they may bring and those beyond the year should be worked off through P.M.'s or in any other way that may be deemed advisable.

This system gives perfect control of stock and affords the retailer an opportunity for judging his buying ability and of correcting buying mistakes in time. These days when turnover is so important a shoe that has been six months in stock should be made to show why it is still in the store. The great secret of the shoe game just now is clean, quick moving stocks and the store that collects or encourages left overs is shaping for the scrap pile.

To delay until the first of the year to introduce proper, safe guards to buying is about as wise as to wait for a convenient time to mend a leak. In the meantime not only may profits disappear down the hole but the hole become so enlarged that the possibility of stopping it may be lost. The man who is calculating to stay in the game must certainly get down to business methods that will enable him to weather the storm of reckless competition and convince those who sell him goods that the risk is worth taking.

TETRAULT SHOE MFG. CO. HOLD NAME CONTEST.

"What's in a name?" Sometimes there is real money in a name, as in the case of the cash prize contest which has been inaugurated by the Tetrault Shoe Manufacturing Co., Limited, Montreal. This contest is being held for the purpose of securing the best and most appropriate names for their new line of women's welts, and as an inducement to the ingenious to devote a little of their thought to originating a suitable name the Company are offering four cash prizes for the best names submitted. First prize, \$25.00, 2nd. prize, \$15.00, third prize, \$10.00, fourth prize, \$5.00. The contest, which closes on Nov. 1st., is open to the entire shoe trade, and already promises to create very keen interest. Get busy and send in a name.

J. A. McLAREN COMPANY LIMITED

“Imperial-ize” Your Stock by Adding the Latest Productions in Imperial Footwear

*Imperial
Brand
Footwear*



*for
Men and
Women*

Apply the “IMPERIAL” treatment to your footwear stock and you give it the magnetic effect that draws trade, and when added to this you find also the keen price values demanded by the closest competition, a successful season’s business is assured

POPULAR FEATURES IN UP-TO-DATE STYLES, LATEST IDEAS IN
LASTS AND PATTERNS, THE UTMOST IN GOOD VALUES

OUR SPECIALTIES FOR WINTER WEAR

Hockey Shoes

There is no beating our line of Hockeys,—for improved fitting features, for durability or for value. Do not delay in ordering your supply. They increase Winter sales.

Fine Slippers

Men’s, Women’s, Misses’ and Children’s fine slippers in Kid and Felt—in all styles and varieties—
Women’s Boudoirs, Juliets and strap slippers—Turn and Cosy Soles—
Men’s fine leather slippers in Havana Brown, and Black Kid, in Romeo, Everett and Opera Styles.

Independent Rubbers

Still the Rubber Footwear Line of unquestioned merit. Superior in quality, leading in style, giving maximum satisfaction in wear. Full stock always on hand.

Headquarters for “Superior” Brand Canadian Felt Footwear

Whether you are buying for next season’s requirements or for the purpose of speeding up immediate trade you will find the buying opportunities you are looking for in the special lines we are offering.

Our Service is the ever ready remedy whenever any weak spots appear in your stock.

J. A. McLaren Company Limited
30 FRONT STREET, W. TORONTO

FOURTH SEMI-ANNUAL EXAMINATION

For Retail Shoe Merchants and Shoe Salesmen

A Practical Test of Efficiency in Salesmanship open to all who sell Boots and Shoes. These are problems you may have to meet any day.

WHAT WOULD YOU DO?

EXAMINATION QUESTIONS.

1. If a customer brings in a pair of shoes purchased a week or two previously with the soles badly burned, claiming they were never near the fire and requesting another pair in exchange, what would you do?
2. If a customer pays a deposit on a pair of shoes and, in a day or so, when paying the balance claims the price quoted originally was a dollar less than that asked in settlement what would you do?
3. If a woman brings back a pair of grey buck shoes with grease spots on vamp, claiming they developed in the leather, how would you handle the matter?
4. You have a male customer who is fairly well to do and he insists on buying the same shoes every six months or so, how would you proceed to get him to enlarge his shoe ideals and needs?
5. When a customer is inclined to talk politics and is on the other side of the fence from you politically, how would you handle him so as to make the most out of this propensity?
6. How would you handle a woman who comes in to buy a certain shoe that she has seen on someone else—say a cross strap—and you have something you think will suit her better or as well?
7. If you have a fairly good range of style shoes what is the best way to side track people who come in asking for fads that your judgment has led you to pass up in buying?
8. When a customer says she saw the same shoe you are showing her in a departmental store catalogue at a dollar less, how do you handle her?
9. When a customer brings in a shoe for exchange that was bought at another store how do you meet the situation (a) if you have the same line in stock (b) if you have not?
10. When a man insists on a pair of light side leather shoes when you know that a good solidly made grain shoe will give him better service and satisfaction what course do you take?

CASH PRIZES.

<i>Highest Marks</i>	\$25.00
<i>Second Highest Marks</i>	\$15.00
<i>Third Highest Marks</i>	\$10.00

PASS WITH HONORS

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

OPEN TO ALL

While this competition is intended to encourage clerks to take an interest in salesmanship, it is open to proprietors as well as clerks, and whether they are subscribers to the SHOE and LEATHER JOURNAL or not. Marks will be given for practical ideas rather than for literary skill. It is the ideas that count. Never mind your style.

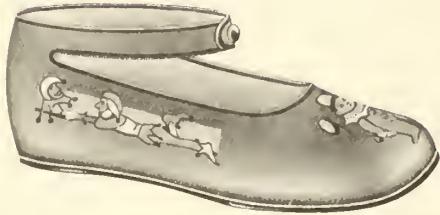
COMPETITION CLOSSES DECEMBER 1st.

Competition will close Dec. 1st., and awards announced Dec. 15th. The Committee of Award will be three—two retailers and the Editor of the SHOE and LEATHER JOURNAL. Address all papers to:—

Salesmanship Department,
SHOE AND LEATHER JOURNAL,
545 King Street, West, TORONTO.

EATOUGH'S LIMITED

LEICESTER, ENGLAND



Shoe
and
Slipper
Specialists



HIGHEST CLASS FELT SLIPPERS

In Felt, Camels' Hair,
Quilted Satins, Satin,
Velvet, Brocades, and
Children's Picture Slippers.

A wide range of Styles,
Colors, Shapes and
Finish.

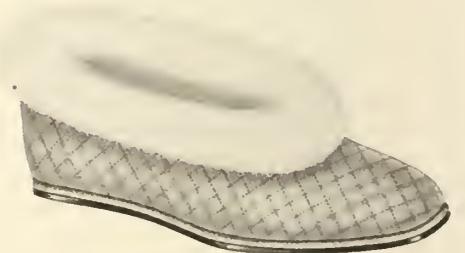


Our New Designs in
"Juliets", "Cosies", "Bou-
doir", will meet all tastes
and all pocket books.



POPULAR PRICES

These goods are the acme
of reliable materials,
thorough shoemaking
and finish at the mini-
mum of cost.



Sold by All Reliable Jobbers

EATOUGH'S LIMITED, Leicester, Eng.

Canadian Representative: Hamilton E. Boulter, 3 Wellington St. E. Toronto

EATOUGH'S LIMITED



**Shoe
and
Slipper
Specialists**



WHITE CANVAS FOOTWEAR

**EXPRESSLY DE-
SIGNEd**for the Canadian
Trade.

A wide Selection in
Men's, Women's, Misses'
and Children's. Easy Fit-
ting lasts.

See our Crepe Soles.
Guaranteed 100% Pure
Rubber.



Our **SPECIALTIES IN
LEATHER.**

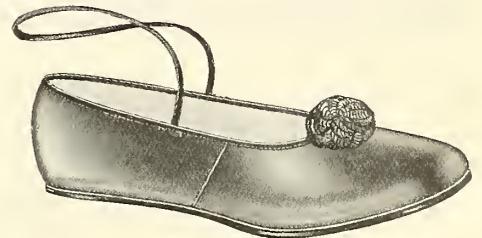
Comprise pick of the
BEST SELLERS in
Popular priced oxfords,
straps and pumps and
sandals.

"Chic", well made, Econ-
omical in Price.



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LEADERS**

These goods afford the
dealer a range of Rapid
Selling Specialties that
yield good profits and
quick returns.



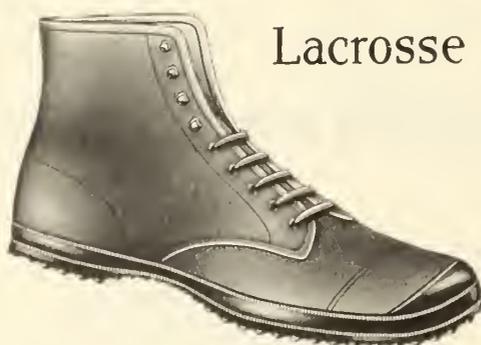
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EATOUGH'S LIMITED, Leicester, Eng.

Canadian Representative: Hamilton E. Boulter, 3 Wellington St. E. Toronto

Tipperary Shoes

*Travellers now out
with our complete
new 1924 lines*



Lacrosse

*New features
Extensive selection
Unsurpassed values*



Mita

Be sure to see this fine showing of Outing Footwear. The addition of new lasts and new patterns keeps Tipperary Styles right up-to-the-minute. The maintaining of Tipperary standards of workmanship keeps this well known line still the safest and best selling Outing Shoe Line you can handle.



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Branches At

Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.

Sales Agencies:

Wm. Cook Shoe Co. Moncton, N.B.
Fleetwood Footwear Ltd. St. John, N.B.
Poliquin & Darveau Quebec, Que.
Louis McNulty St. John's, Que.
S. Marantz Winnipeg, Man.



Wholesale Distributors Ltd. Winnipeg, Man.
Tree Spriggs Co. Ltd. Winnipeg, Man.
W. A. Law Footwear Co. Ltd. Winnipeg, Man.
Shaw Brothers Edmonton, Alta.
Anderson & MacDonald Vancouver, B.C.

Among The Shoe Men



Mr. William Irving who conducts a shoe repair business in Wolfville, N.S. has sold out and moved to Boston.

The new factory of the Tillsonburg Shoe Co., Tillsonburg is now nearing completion.

Fire caused slight damage to Saxes Boot Shop, 170 Sparks St., Ottawa, recently.

Two boys were arrested when caught in the act of burglarizing the K. Boot Shop in Vancouver, B.C., recently.

Loggie's Limited have opened their new store at 1834 Hamilton Street, Regina.

Reddens of Halifax have started a \$5.00 policy at their North St. Store. The South Street Store will carry the higher priced lines.

Mr. Charles B. Fraser, member of the firm of Sherwell and Fraser, shoe dealers of Ogdensburg was recently killed in a motor accident.

Mr. Albert Shultz, Manager of the Woodstock plant of the Breithaupt Leather Co., Kitchener, has accepted an executive position with a leather manufacturing concern in Harbin, Manchuria, China.

Mr. Wm. B. Jackson, formerly of the Miner Shoe Co., will represent them in Eastern Ontario and the Province of Quebec.

Mr. J. E. Nicoll will look after the firm's interests in the Maritime Provinces.

Mr. Geo. E. Boulter will be their representative in Toronto.

Mr. W. J. Allen, shoe repairer of Peterboro, aged 45, dropped dead in his store last week.

Burglars recently forced an entrance into the shoe store of Messrs. J. and W. Brai of Rexton, N.B.

Mr. Thomas R. Barrett, of Holmes and Murdoff, Belleville, has been appointed manager of the Belleville Store, succeeding Mr. Wm. E. Mackay.

Mr. H. E. Wettlaufer, of C. A. Ahrens and Co. Limited, of Kitchener, was in charge of his firm's display at the London Exhibition.

The Stacey-Wagner Chrome Leather Co. of Simcoe, are moving to Brampton, where they are building a new factory.

Mr. John Charles Elliott for thirty years with the B. F. Ackerman Co., of Peterboro, died recently in his seventy-first year.

Mr. B. I. Gibson, of Peterboro, has sold his shoe business to Mr. A. J. Amour.

Mr. Clayton Hoeflin has taken over the repair end of R. J. Smith's Shoe Business in Chesley.

Mr. W. A. Relyea, of the Perth Shoe Co. Ltd., of Perth, who has charge of the instock department, was in Toronto for the Exhibition, where he met many friends in the trade at his firm's exhibit.

The Arrow Shoe Co., Limited, Montreal, have purchased property on Papineau Ave., consisting of a four storey building, 50 feet by 150 feet, and will take possession on Nov. 1st. Their new plant will be splendidly equipped throughout, and the company expect to have an output of 12,000 pairs per week. They will make a complete line of Men's Welts and an exceptionally fine line of Stitchdowns.

Mrs. Wartell, wife of Mr. H. B. Wartell, shoe merchant of Kingston, died suddenly in Montreal recently.

Max Beauvais, Limited, well known haberdashers of St. James St., Montreal, have opened a shoe department in connection with their store, and will carry a complete line of Men's welts.

Mr. Bert Ansley of the Perth Shoe Co., Limited, Perth, Ont., was a visitor to Montreal recently.

Mr. Wm. Chamberlain of the Newport Shoe Co., Limited, Toronto, was in Montreal recently on business.

Mr. R. Giroux, popular member of the staff of the Kingsbury Footwear Co., Limited, Montreal, was recently married to Miss Yvonne Gervais. The wedding, which was solemnized in the Tetraultville Church, Tetraultville, was very largely attended. The happy couple received many valuable gifts, and after a sumptuous wedding breakfast left on a honeymoon trip to Ottawa and other Ontario points.

Mr. F. B. Hull, formerly with the Eagle Shoe Co., Limited, Montreal, has been appointed representative for Toronto and Western Ontario for the Arrow Shoe Co., Limited.

Mr. G. V. Green has been appointed representative for the Eastern Townships and is at present covering his territory with the popular line of the Arrow Shoe Co., Limited.

Mr. T. Y. O'Neill of the Miner Rubber Co., Limited, Montreal, accompanied by Mr. Shaw of the Miner Shoe Co., recently visited the Maritime Provinces on business in the interests of their firms.

Mr. A. Lefaivre of the Arrow Shoe Co., Limited, has been visiting New York, Boston, Chicago and largest American centres, on business in the interests of his firm, picking latest ideas in lasts and patterns.

Mr. J. J. Duggan has started on an extensive three months' trip to Western Canada, through to the Coast, carrying the lines of Clark Bros., Limited, St. Stephen, N.B.

Mr. P. A. Doig of the Tetrault Shoe Manufacturing Co., Limited, was in Quebec City recently on business.

The Executive Offices of the Shoe Manufacturers' Association of Canada, have been moved from Room 209, Board of Trade Building, Montreal, to Room 204 of the same building.

Mr. John Myles, of the Columbus Rubber Co., of Montreal, Limited, left on Sept. 14th., on a trip through Western Canada to Vancouver.

The sales forces of the Kingsbury Footwear Co., Limited, Montreal, have started on their tours throughout their respective territories. Mr. J. A. Portelance covers the Province of Quebec, exclusive of Montreal, the trade in Montreal is looked after by Mr. J. A. Malboeuf, the Western Provinces are visited by Mr. R. G. Percival and Mr. W. E. Short, while Mr. J. W. Rankin, is the Maritime representative, and they are each confident of getting a good reception from the trade with the exceptionally fine lines they are showing.

VICTORIA NOTES.

Seen at its best in mid-summer Victoria is a city with a bright and encouraging appearance. During later years many commercial buildings and stores have been erected which have gone a long way to build up the reputation of this city. Victoria is an old city, founded years before the newer ones on the mainland, and therefore, still retains many of its old customs and ancient buildings. However, it proves a Mecca for the tourist, for more American automobiles could be seen on the streets than local ones, and it can be truthfully said that Victoria is far ahead of many larger cities in its good roads. Paved streets are all over the city and in every direction leading to the many beautiful suburban resorts, which are a delight to the residents and visitors.

Douglas Street which is a wide and commodious thoroughfare, contains the principal up-to-date stores.

The Mutrie Shoe Store with modern double front, and well proportioned on the inside, caters for a high class trade. A repairing department is run in connection with this store to accommodate all the requirements of its patrons. Mr. Mutrie operated a shoe establishment in Brandon before he came to Victoria about nine years ago.

The W. Cathcart and Co. shoe store is opposite the Mutrie store. They also have a modern store, well equipped, and cater to a high class trade.

Mr. J. Stewart, who has an old established business on Douglas Street, is holding a large clearance sale of a bankrupt stock, having bought very advantageously. Mr. Stewart has been in the present stand about ten years.

Mrs. North, wife of Mr. H. North, Fraser Avenue, South Vancouver is in hospital at Seattle for medical treatment.

The Maynard Shoe Store is situated on Yeats Street, and can be well described by the photo of same on the page which illustrates the rush to procure the bargains offered in the high class stock. Mr. Maynard is one of the Pioneers of Victoria having been a resident over 40 years, the last thirty-seven years in business for himself in the shoe store.

Government Street which was the old time Principal Street is where the Florsheim shoe store is situated, under the able management of Mr. R. McCombrey during the last eight years.

Mr. C. Webb, who for many years has been carrying on business at Powell River, has opened up a store on this street for the manufacture of logger and working boots and repairs for which he is equipped with necessary machinery.

The repairing trade is well taken care of by the many disciples of St. Crispin, situated in all parts of the city, many of whom are fitted with up-to-date modern machinery.

The whole of the trade is taken care of in leather and findings by the wholesale branch of the B.C. Leather, and Findings Company under the able management of Mr. C. Paxton, who has been with the company many years.

The pioneer of the wholesale trade is Mr. A. McKeown, 652 Fishguard St., who commenced in this business many years ago and has been in close touch with the allied growth of the city, having been Grand Master of the Lodge A.F. and A.M. of B.C.

As in Vancouver, the shop hours act has been agitating the store keepers and shop assistants. A movement has been started with a view to doing away with the weekly half holiday and substituting either an eight hour day or half day off for the assistants without closing the store as some of the shop keepers claim they lose business from the tourists. The assistants claim the bogey of the tourist trade is all a nightmare. It is well known that if the retail store kept open until 10 p.m. every night someone would come to purchase just as you were going to close. There is a feeling in Victoria that the shop hours act should be left as it is, and that no retrograde movement be made.

Dr. Stork while on his rounds of Vancouver visited the home of Mr. P. Guthrie, accountant of the B. C. Leather and Findings' Co. Mother and daughter are doing well.

Mr. W. G. Langdon was successful in taking first prize for vegetables at the South Vancouver Exhibition.



OPERATING EXPENSES

(Continued from page 59)

and those sold at prices over \$10 were a negligible proportion of the total. Women's shoes were practically evenly divided between those sold at retail prices below \$7 and those sold at retail prices between \$7 and \$12, with very few sales reported at retail prices above \$12.

In answer to a question in regard to sales of hosiery, two hundred thirty-one retail shoe firms reported that they sold hosiery during 1922; one hundred eighteen stated that they did not sell hosiery, and seventy-two failed to reply. One hundred fifty-eight of the two hundred thirty-one firms reported the amount of their hosiery sales in 1922, the average figure being 6% of the net sales volume. In some stores, the sales of hosiery in 1922 represented an increase over 1921; in other stores, there was a decrease in hosiery sales. For all these one hundred fifty-eight firms, however, the sum total of sales of hosiery in dollars and cents in 1922 was practically the same as in 1921.

The Bureau's experience heretofore in this and other retail trades has led to the conclusion that particularly significant figures for purposes of comparison are to be obtained by grouping firms according to their volume of sales. In this bulletin, special attention has been devoted to the presentation of common figures for each volume group separately, in order that very shoe retailer may be able to compare his figures in detail with representative figures for firms with a similar volume of sales. All the evidence that the Bureau can secure corroborates the statement made in previous bulletins that ordinarily there is more variation in the cost of doing business between two firms of different size in the same city than between two firms of the same size in different cities.

A SAMPLE TABLE

As shown in Table 2, the common figure for wages of salesforce in 1922 among the retail shoe stores in Group A was 11.1% of net sales. That is, for a typical shoe store with net sales of \$20,000, this expenditure amounted to \$2,220. This common figure of 11.1% of net sales was higher than the common figure for wages of salesforce appearing in any other volume group. In shoe stores with a small volume of sales, it is common for the proprietor to spend a substantial part of his time waiting on customers; hence the figure for wages of salesforce includes part of the salary of proprietor, partners, or manager proportionate to time spent in selling.

The common figure for advertising in Group A was 1.6% of net sales, lower than the common figure for this expense in any other volume group. For an average shoe firm with sales of \$25,000, the typical figure for advertising expense in 1922 thus was \$400. Only a few firms reported no expenditures for advertising.

Among the one hundred one shoe stores in Group A, the common figure for buying, management, and office

TABLE 2—Group A

Operating Expenses in 1922 in Retail Shoe Stores with Net Sales Less Than \$30,000—101 Firms
Net Sales=100%

	Common Figure
Wages of Salesforce	11.1%
Advertising	1.6
Wrappings and Other Selling	0.2
Total Selling	12.9
Delivery	0.0
Buying, Management, and Office Salaries	4.0
Office Supplies, Postage, and Other Manage-	

ment	0.4
Total Buying and Management	4.4
Rent	3.3
Heat, Light, and Power	0.8
Taxes (except on buildings and income).....	0.8
Insurance (except on buildings)	0.6
Repairs of Store Equipment	0.1
Depreciation of Store Equipment.....	0.4
Total Interest	3.9
Total Fixed Charges and Upkeep	9.9
Miscellaneous	0.8
Losses from Bad Debts	0.3
Total Expense	28.3
Gross Margin	25.4
Net Loss	2.9

Stock-turn 1.4 times

salaries was 4% of net sales, or \$800 for a typical store with sales of \$20,000. This expense heading included parts of the salaries of proprietor or partners in proportion to the division of their time between buying and managing on the one hand, and selling on the other. Salaries of bookkeepers, stenographers, and other office employees also were included in buying, management, and office salaries.

The common figure for rent in Group A was 3.3%; for a typical store with sales of \$28,000, rent thus amounted to \$924. This common figure of 3.3% was higher than the common figures in Groups B and C, but not so high as in Groups D and E. The figure for rent included charges for buildings that were owned as well as for those that were leased. Where buildings were owned, the amount charged as rent was credited back to the business under interest and rentals earned. A comparison showed that the estimates of rental value of owned buildings were practically the same in percentage of net sales as the figure for stores that were leased. Rent figures in this group of shoe stores with sales below \$30,000 showed a wide dispersion, ranging from figures below 1% of net sales to half a dozen firms that reported rent amounting to 8% or more of net sales.

In Group A, the common figure for total interest expense was 3.9% of net sales, higher than the common figure for any other volume group. For a typical firm with sales of \$20,000, total interest expense thus amounted to \$780. This figure included not only interest on borrowed money, but also interest on the net investment in the business, exclusive of real estate. The net investment in the business, on which interest was charged, was determined in each case from the firm's financial statement, and the rate of interest used was the rate current in the firm's own locality on long-time, reasonably secure investments. Total net gain was not affected by charging interest on owned capital as an expense, since all amounts charged as interest on owned capital were credited back to the business under interest and rentals earned. The Bureau frequently has had occasion to call attention to the relation between total interest expense and the rate of stock-turn. It is to be noted that this volume group, which exhibited a common figure for total interest expense higher than in any other volume group, also had the lowest common figure of any volume group for rate of stock-turn.

The common figure for losses from bad debts in Group A was 0.3% of net sales, or \$75 for a typical firm with sales of \$25,000. This common figure was the same as that shown for Group B, but higher than the common figures for losses from bad debts in the other volume

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Toronto

groups. Fifty-three firms in this group, or more than half, reported no losses from bad debts. Although several of these firms may have been doing a strictly cash business, it has been the Bureau's experience in the past that small shoe firms frequently do not make a practice of charging off bad accounts regularly.

In Group A, the common figure for total expense was 28.3% of net sales, or \$6,792 for a typical firm with sales of \$24,000 annually. This figure was higher than the common figures for Groups B and C, but lower than the common figures for Groups D and E. Presumably many shoe retailers with sales below \$30,000 annually do not obtain a sufficiently large volume of sales in proportion to the fixed charges which they must meet. This supposition is corroborated by the fact that the common figure for total fixed charges and upkeep in Group A—9.9% of net sales—was higher than the corresponding common figure for any other volume group. Among individual stores in Group A, the total expense figures showed a wide range. Six firms reported total expense amounting to less than 20% of net sales, whereas at the other end of the range, a substantial number of firms submitted total expense figures in excess of 35% of net sales.

The common figure for gross margin in Group A was 25.4% of net sales, or \$6,096 for a typical firm with sales of \$24,000. This was the lowest common figure for gross margin shown by any volume group, and, as a result, the firms in this group sustained, on the average, a net loss of 2.9% of net sales, or \$696 for a typical firm with sales of \$24,000. Approximately one-fourth of the firms in this group reported some net profit, but in the general average their figures were heavily out-weighted by the losses reported by the other three-fourths.

As previously mentioned, the common figure for rate of stock-turn in Group A was 1.4 times in 1922, the lowest figure shown for any volume group. A slow rate of stock-turn indicates a relatively large average inventory in relation to the cost of merchandise sold. Not only does this large average inventory have the effect of increasing interest expense and other fixed charges, but because of depreciation and obsolescence of style goods, it tends to decrease the gross margin, except possibly, when replacement values are rising at an abnormally rapid rate. It is to be noted that Group A, with the lowest common figure for rate of stock-turn of any group, also had the lowest common figure for gross margin.

TABLE 3—Group A

Composite Profit and Loss Statement for 101 Retail Shoe Firms with Net Sales less than \$30,000 for year ending December 31, 1922

Gross Sales	\$21,019.86	
Returns and Allowances	188.13	
Net Sales		\$20,831.73 100%
Net Inventory of Merchandise at Beginning of Year.....	\$11,249.13	
Purchases of Merchandise at Billed Cost	15,436.31	
Inward Freight, Express, and Cartage	187.49	
Gross Cost of Merchandise Handled	\$26,872.93	
Cash Discounts Taken	208.32	
Net Cost of Merchandise Handled	\$26,664.61	
Net Inventory of Merchandise at End of Year	11,124.14	
Cost of Merchandise Sold		15,540.47 74.6
Gross Margin		\$5,291.26 25.4
Wages of Salesforce (including PM's)	\$2,312.32	11.1
Advertising	333.31	1.6
Boxes, Wrapping, and Other Selling	41.66	.2
Total Selling	\$2,687.29	12.9
Delivery		0.0

Buying, Management, and Office Salaries	\$831.19		4.0
Office Supplies, Postage, and Other Management	85.41		0.4
Total Buying and Management		916.60	4.4
Rent	\$687.45		3.3
Heat, Light, and Power	168.74		0.8
Taxes (except on buildings and income)	164.57		0.8
Insurance (except on buildings)	124.99		0.6
Repairs of Store Equipment	20.83		0.1
Depreciation of Store Equipment	83.32		0.4
Interest on Capital — Borrowed	\$145.82		
Interest on Capital—Owned	\$666.62		
Total Interest	812.44		3.9
Total Fixed Charges and Upkeep		2,062.34	9.9
Miscellaneous		166.65	0.8
Losses from Bad Debts		62.50	0.3
Total Expense		5,895.38	28.3
Net Loss		\$604.12	2.9

Stock-turn 1.4 times a year

EATOUGH'S LIMITED LINES

In the new range shown by Eatoughs Limited, there is that persistent effort shown to meet the peculiar demands of Canadian buyers of this class of footwear brought to a high standard of style, make and finish. The concern has three factories, one devoted to slippers, another to white canvas shoes, and another to leather shoes of the most popular types. All the lasts and patterns are thoroughly up to date, and in many cases changes have been introduced that show that Eatoughs Limited are determined to follow the principle that Mr. Eatough has made his policy from the beginning of giving the people what they want and above all the retailer what he feels sure of selling readily.

Amongst the slipper lines are all the well known favorites in "Juliets", "Cosies", "Boudoirs", etc., in a selection of colors and combinations that afford the widest kind of a choice. In canvas shoes there is a complete selection in men's, women's, misses' and children's, in oxfords, straps, sandals and pumps. A feature of their canvas goods is the adoption of the pure crepe rubber sole which Eatoughs use direct from the rubber plantations and which they guarantee a hundred per cent. pure rubber. They have a method of attaching these soles which insures their remaining intact with the upper until the latter practically wears out. They show samples of children's shoes of this type, worn at the seaside and subject to the severest kind of treatment in which the uppers have shown the effects of sea water and hard usage but the soles remain as serviceable as ever.

Their men's lines in canvas are particularly good as to shape, material and finish. Their women's lines have that nattiness and "chic" appearance that appeal to the eye as the prices are sure to appeal to the pocket. The children's lines, particularly the straps and sandals, are made on natural tread lasts and seem bound to be popular sellers.

In women's leather shoes the samples show that care in manufacture as well as excellence of style and finish that evidence the fact that Mr. Eatough did wisely in selecting Leicester as the basis of operations. The lines, in this class, are equal to anything seen on this side of the water, and the prices ought to make a strong appeal to Canadian buyers.

McDOWELL & LINCOLN LIMITED
 FORMERLY
 INTERNATIONAL SUPPLY CO.
 EST. 1915 **SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES** INC. 1923

Largest Shoe Factory Supply House In Canada

MAIN OFFICE:
 154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH:
 77 ONTARIO ST. S.
 KITCHENER, ONT.

BRANCH:
 565 ST. VALIER STREET
 QUEBEC



**CHEAP MATERIAL
 IN THE FINISHING ROOM IS
 FALSE ECONOMY**

**THE BEST IS CHEAPEST IN THE LONG RUN
 BOSTON LEATHER STAIN CO.**

Makes only the HIGHEST GRADE OF FINISHES

We are

EXCLUSIVE CANADIAN AGENTS

We carry large stocks of B.L. S. goods at

MONTREAL - KITCHENER - QUEBEC

ready to give you real service.

**CYCLONE BLEACH, THE ONLY REAL SOLE BLEACH.
 MAGIC STAIN, PARAGON STAIN, ALL SHADES:
 KING and ULTRA EDGE INKS BLACK and COLORS.
 BLACK DIAMOND HEEL and SHANK INKS.
 DYES, BLACK and COLORS FOR ALL PURPOSES.
 DRESSING and POLISHES
 FOR ALL KINDS OF LEATHER, BLACK and COLORS.
 BOTTOM POLISHES, WAXES, etc.**

You can't go wrong on this line. Every item is guaranteed twice; by Boston Leather Stain Co., and by us. If anything goes wrong we make it right quick.

Don't place your WINTER ORDER until you KNOW what we have to offer YOU

McDOWELL & LINCOLN
 LIMITED
formerly
INTERNATIONAL SUPPLY CO.

PADMORE & BARNES AT THE EXHIBITION

A very interesting display in the International Building at the Canadian National Exhibition this year, was that of Padmore and Barnes, of Northampton, England. The display consisted of Moccasin Shoes for men and women and Sons O'Men, and "Wigwam's" for men and women, a new range, recently introduced. The Canadian and American representatives were there in full force, and met many interested members of the trade. Mr. Alex. Forbes, who represents the firm from Manitoba to Vancouver, and Mr. S. Treenan, Chicago representative, worked in conjunction with Messrs. E. T. Carter, of Toronto, Ontario and Quebec representatives, in meeting the public, and explaining to them the merits of "Moccasin" and "Wigwam" Shoes.

MR. C. H. WEARY, WEDS

Mr. Clarence H. Weary, a prominent and popular member of the staff of the United Shoe Machinery Company, Limited, Montreal, was married on Wednesday evening, Sept. 12th., to Miss Mary Lilian Martin, daughter of Mr. and Mrs. Wm. A. Martin of Montreal. The ceremony took place in the Trinity Memorial Church, Westmount, following which a reception was held at the home of the bride's parents, 290 Arlington Ave. Mr. and Mrs. Weary are spending their honeymoon in New York and other American centres. Hearty congratulations from a wide circle of friends in the trade are being extended to Mr. Weary.

THE COLUMBUS RUBBER CATALOGUE

The Columbus Rubber Co., of Montreal, have just issued a very attractive thirty-two page catalogue covering Tipperary Shoes for the season of 1924. The cover, interestingly prepared in brown and green, pictures the summer girl in all her glory, while the inside pages printed in black and orange on a coated stock, carries an introductory to their friends in the trade, together with a talk on Tipperary Shoes for athletic wear, workwear, and as outing shoes and specialties for street wear. Following this, the many lines in this range are well illustrated with solid or two color cuts. Towards the back of the book, two pages are devoted to bathing shoes, a page to soles and a page to standard packings, while the last inside page carries a photo of the head office and factory in Montreal. A list of distributors on the back cover finishes a compact and well produced book.

THE GUTTA PERCHA CATALOGUE

One of the latest rubber catalogues in distribution is that of the Gutta Percha and Rubber Limited of Toronto. A dignified cover of blue and green on a blue stock invites the reader to study the clearly prepared inside pages, set with brown border. Gutta Percha Outing Shoes are illustrated with a worthwhile display of color cuts, each line being completely explained and itemized as to sizes and lasts. Towards the centre of the book, slippers are mentioned, while bathing slippers are to be found towards the back, together with standard packings and sole patterns. This interesting catalogue for the 1923-24 Season is finished off with a list of distributors on the back cover.

OUR SLOGAN CONTEST

Owing to the heavy pressure of "Shoe Week" and the extra work it entailed on our part, combined with the publication of our Annual Fall Number, the results of our Slogan Competition have been held over until the October 1st. issue. Nearly 100 slogans have been received, and the important matter of judging these cannot be rushed, therefore, for the reasons stated above, we are holding this back until a later issue, when the results can be announced, and enough space allowed to do the competition justice.

THE INDEPENDENT RUBBER CATALOGUE

The Independent Rubber Catalogue for the Season of 1924 is well illustrated with cuts of the Speed King summer lines. Printed in brown and black with a striking cover, this comprehensive booklet explains in detail the advantages of the Speed King line. "Speed King" athletic shoes, leisure shoes, heavy service shoes, outing shoes, playday shoes, bathing shoes, all have their allotted space throughout this attractively prepared book. Each illustration is accompanied by complete information in regard to the shoe. The two centre pages list the lines with the style number, name, range and page where it can be found in the book, while the last inside page standard packings for Speed Kings.

OPPOSITE SOUTH STATION

HOTEL
Essex

ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. Telephone Liberty 3520

THE ESSEX HOTEL COMPANY
BOSTON, MASS.

T. A. McCarthy, Tres. Cable Address ESSEXO

The Shoe Repair Man

General Conditions

THE repair trade is affected by local conditions, and also by the general business situation. The summer, with its regular period of dullness, is behind us, and the next couple of months mean a lot to the repair men of the country. General conditions, while not brisk are brighter than they have been. Unemployment is not serious; nearly every one is occupied. But, except for purposes of pleasure, there is not much loose money floating around. From the standpoint of the shoe repairer, this is advantageous. For people are turning their minds to rough weather and to economy. With cool days, frequent showers, and all the signs of autumn, leaky or worn shoes must be replaced or repaired. Economy points the way to repairing rather than replacement for many people. It is rather up to the repairman to drive this fact home to the public on every possible occasion.

Opening of schools means more business in children's shoes. While it is a little late right now, still it is never too late. Many children start off to school with old shoes, while the weather is fine, but the approach of cold, rainy days warns their parents to spend some money on protecting their health rather than invest a great deal more in doctors' bills later on.

General reports indicate that business improved materially during early September, as was to be expected. How the trade is affected by various factors that seem remote was related by a Toronto repairman who noted that during race week in that city, repair trade has fallen off during the past few years. His theory is that the crowds of men at the races every afternoon will not spend their money on anything else, if they can help it; that they scrape together every spare nickel to bet on the ponies, in the hope of making some easy money. The net result for the majority is a loss, and among others, the shoe repairer helps to finance the race-course. Just how true that is may be a matter for opinion, but the theory holds interest.

Meanwhile, shoe repairing in Canada remains a game in which only the fit will survive. It is a case of using your brains, going after volume, and holding down expenses.

A Real Business

Shoe Repairing Developments During Recent Years

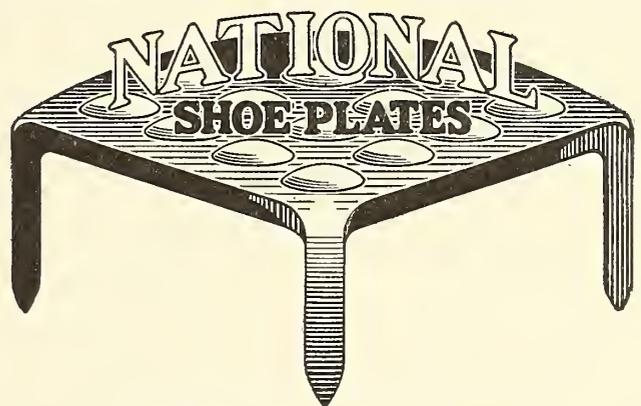
THE shoe repairer who is running his own show in a small community, or even in a large city frequently fails to realize the fact that he is part of an industry that supports thousands of people, and is a real factor in the life of his country. It is refreshing to get the viewpoint of an outsider on the

appearance and prospects in shoe repairing.

A writer in *Printers' Ink*, after going into the subject closely, writes in a very interesting and enlightening manner on the shoe repair trade of the United States. He is not talking to the repair trade, but to national advertisers. Here is what he says in part:—

"A survey of most big cities and a great many small towns will bear out this thought that shoe repairing is consciously developing into a real business. The hole in the wall is giving way to a well lighted, attractive, comfortable shop where customers can wait if they choose without embarrassment. Some repairmen are learning what salesmanship is. More of them are beginning to understand what buying means. Standards of workmanship and business conduct are going up. Indirectly advertising is playing an interesting part in shifting the scenes.

"Advertising on the part of the manufacturer is already beginning to make shoe repairmen clean house, not by calling on the repairman to better himself, but by going direct to the public. It is teaching the public what it is entitled to expect when it spends money at the corner shop. 'Resoles should be the same weight and thickness as the original sole. A heavier sole is a strain on the upper and weakens the



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day. Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed 10	one-gross cartons in box
" " 2:	" 10	" " " "
" " 3:	" 6	" " " "

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

shoe, says one advertiser of sole leather. Another national advertiser, the United Shoe Repairing Machine Company, advertises that it will stand squarely behind the quality of work done by any shop bearing its official repairman's sign. Leather men in general, those who are tanners and those who are not, say that the present institutional campaign of the sole and belting leather tanners will surely educate the public to look for a higher standard of repair skill since the advertising is intended to make the public more conscious of and familiar with leather.

"In tracing the upward climb of any business it is helpful to remember the motive force back of it all. Thrift is pretty much the essence of shoe repairing. Accordingly it looked as if people were throwing thrift to the winds two or three years ago when the volume of repair business began to taper off. This seemed to be something of a paradox at a time when war-time inflation had been punctured and the public was trying rather late in the game to stretch their shrinking dollars to the limit.

"About that time at a sales convention of hardware and sporting good dealers a leather sales manager had the opportunity to ask how many of those present made a practice of having their shoes resoled. The response was surprising. About one man in five owned up to sending his shoes to the repairman when the first soles had worn through. One or two ventured the opinion that since shoes were no longer as expensive as during war times it was just as economical to buy a new pair as to have them resoled. Others complained of getting stiff heavy soles on repaired shoes that made the owners look like traffic cops just elevated to the dignity of 'soft clothesmen.'

"Another investigation, this time among girls in an office building, showed that not one girl in ten had resoles on her shoes. The cumbersome, bulky sole that stamped shoes as obviously repaired was the common reason for discarding them before they had outlived their usefulness. More inquiries showed that the general public, as usual, was strongly opinionated. People felt that the only soles that could give satisfactory wear must be thick and heavy and hence undesirable on a number of counts. In the light of what leather men knew to be the case such a belief was ridiculous. To-day advertising is helping explode it.

"The business of repairing shoes is coming out of the hinterland and advertising is one of the principal forces bringing it about. What advertisers are doing for the repairman and what the energetic repairman will do for himself will bear watching."

VANCOUVER NOTES.

W. Burns is one of Vancouver's pioneer shoe makers, hale and hearty and still going at 75 years of age. Paddy as he is known, although not quite so ready as he was years ago, can hold his own for turning out a clean job with many of the younger craftsmen. Paddy was born in Belfast, Ireland, and

came to Canada fifty-one years ago, and located in Toronto. During his stay of eighteen or nineteen years in that city he worked for the Robertson Shoe Company, and several others. He then came west in 1891, and worked for Rod Campbell, Senr., on Hastings St., during which time he was offered a partnership in the firm, but refused it. He stayed with the firm upon it passing into the hands of the Patterson Shoe Co. and then to Corvin and Harris and finally to



the McRobbie Shoe Co. and about nine years ago launched out for himself at his present stand on Broadway East. The above picture shows Paddy standing on the sidewalk outside his store. He is truly a fine Ould Irish Gentleman, a "Bhoy of the Olden Times."

Mr. A. W. Riddle of Keefer St. who has been spending his vacation over the line visiting Seattle, Portland and other cities by auto, met with a serious accident upon returning. When nearing Tacoma he was passing a Ford delivery rig, and when the driver of the rig from some cause or other struck the rear wheel of Mr. Riddle's car, causing it to turn over. Mr. Riddle received a blow on the temple causing temporary concussion and necessitating his immediate removal home to Vancouver. Mrs. Riddle received a sprained wrist and his son a few scratches. The suit for damages entered by the owner of the transfer rig was heard in the absence of Mr. Riddle while he was recovering from his injuries.

Mr. W. Cain, who for over thirty years has been located at 8 Cordova St., has taken temporary premises on Abbott St. pending reconstruction of his old stand.

Mr. Wilson, Water St., has installed an ideal stitcher.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLIT S FOR HOME AND EXPORT TRADE

CONDENSED ADVERTISEMENTS

A Children's medium to high grade line of shoes open as side line for Province of Quebec, including Montreal, on commission basis. This line is one of the best selling propositions in children's shoes. Apply box No. 123, Shoe & Leather Journal, 545 King St. W., Toronto.

AGENT—To carry our high class shoe polish and dye. Sold by shoe stores only. Commission basis. Dandy Specialties Co., Ridgetown, Ont.

WANTED—A few good Salesmen with a following in the shoe trade to sell our wire suede nap brushes and other items as a side line. Liberal commissions. Give references and state territory in first letter. THE E. T. GILBERT MFG. CO., 228-236 South Avenue, Rochester, New York.

WANTED—Traveller to handle a high grade English line of Men's and Women's Shoes for all of the East—from Port Arthur—usual Commission basis. Box 127, Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED—Travellers to cover the Maritime Provinces, also travellers to cover Western Canada in the different territories, on a most complete line of Shoe Findings in the Dominion of Canada with the famous Griffin Polishes. Apply stating best experience and references. Box 128, Shoe and Leather Journal, 545 King St. West, Toronto.

SHOE BUSINESS FOR SALE—Best location in live manufacturing town in Waterloo County. Stock \$9,000. Absolutely clean; turnover, \$18,000. Rent, \$37.00 per month. Owner retiring from business. Apply, Box 129, Shoe and Leather Journal, 545 King St. West, Toronto.

McKAY SOLE SEWER in perfect order guaranteed. Price \$350.00. Webb, 640 Helmeken Street, Vancouver, B.C.

FOR SALE, THE FOLLOWING:

1 Modern 22 ft. U.S.M.C. Shoe Repair outfit	\$250.00
1 Post Heel Breasting Machine U.S.M.C.	65.00
1 Welt Beater	45.00
1 Amazeem Skiving Machine (High Speed)	95.00
1 Bottom Stamping Machine U.S.M.C.	75.00
1 (50-in.) foot power stripping machine U.S.M.C.	125.00
1 Smith Heel Trimming Machine	
1 Vamp Creasing Machine U.S.M.C.	75.00
1 Crocker-Wheeler, 5 Horse Power Motor.	
1 Fairbanks-Morse 15 Horse Power Motor	
25 Shoe Racks	each 5.00

Several Singer Machines, 2 Cutting Blocks & Cement Pot, also some line shaft, hangers & pulleys. Make us an offer on anything that interests you. Box 571 Ingersoll, Ont.

FOR SALE—Shoe Store, Toronto, good location, rent reasonable, Stock and fixtures about \$9,000. Will sacrifice for cash. Best reasons for selling. Box 130, Shoe and Leather Journal, 545 King St. West, Toronto.

FOR SALE—Old Established Shoe Business in manufacturing town of 25,000 population. Stock and fixtures reduced for quick sale to \$5,500. Owner retiring. Box 131 Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED—Shoe Repairing business in good town or small city. Living apartments with store preferred. Box 126, Shoe & Leather Journal, 545 King St. West, Toronto, Canada.

TRAVELLER for Eastern Ontario for Ladies' McKay line. Apply Box 124, Shoe and Leather Journal, 545 King St. W., Toronto.

Agency Wanted

Whitney & Westley, Ltd., of Burton Latimer, Northamptonshire, England, desire representation of their goods in Canada and are prepared to open negotiations with a first class buying agency. Manufacturers of Gents' Best & Medium Grade Welted & Machine Sewn Goods at very competitive prices. Sole agency can be arranged.

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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Branch Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

BRANCH WAREROOM

553 St. Valier Street, Quebec City

RICHARD FRERES, Agent

Largest Manufacturers

in the World of

Black Glazed Kid



Surpass Leather Co.

FACTORY
Philadelphia, Pa.

FACTORY
Gloversville, N. Y.

SALES OFFICES
New York Philadelphia
Cincinnati Chicago St. Louis London
SURPASS LEATHER CORPORATION, Boston, Mass.
BOOTH & COMPANY (London) Ltd., London, Eng.

Turn Into Money

*Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.*

R. G. Dun & Co., 38 King St. W.
TORONTO

*The Collection Service, which has been
proved most satisfactory by all users of it, is*

OVER 70 YEARS' RECORD OF EFFICIENCY



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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BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

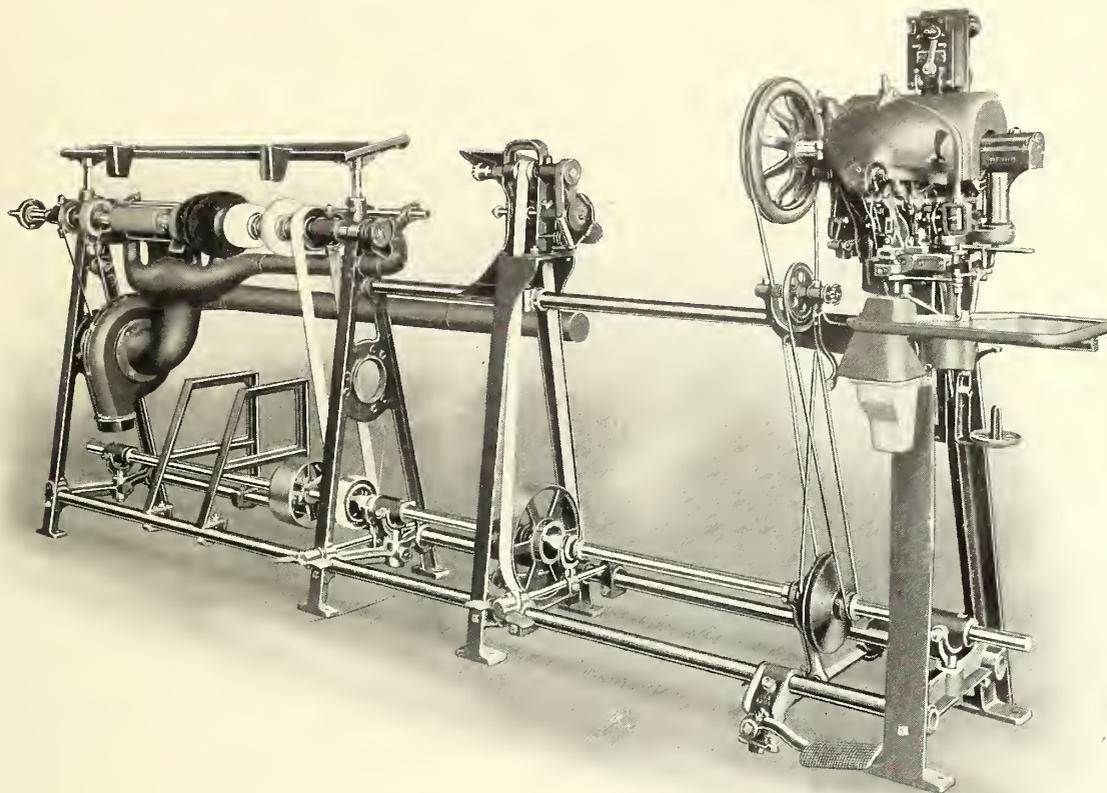
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Mention "Shoe and Leather Journal" when writing an advertiser

ITS REASONABLE

To Suppose That Every Up-to-date Repair Man
Wants His Shop Best Equipped



12 Ft Goodyear Outfit—Model P. A Popular Size Produced in our Montreal Factory

INSTALL A GOODYEAR OUTFIT

YOUR ASSURANCE OF THE BEST OBTAINABLE

Known by their Quality Plus Service Rendered

There is a Size for Every Location

A Style for Every Need

Sold on Prices and Terms within YOUR Reach

Send for our latest illustrated catalogue

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S

QUEBEC
28 Demers Street

Clarke's Patent Wins



Mention "Shoe and Leather Journal" when writing an advertiser

THE SHOE & LEATHER JOURNAL



THE "PIPPIN"
A new pattern on the
much favored "Pippin"
Last

*These shoes will be in stock
after November 1st in Black
and Brown in C and D widths*

*Another Astoria
Achievement*

Scott - McHale Limited
London Ontario



Established 1857



“THE WEAR  IS THERE”

Leather of the Ages

To say “There is Nothing Like Leather” is to state a truism as sound to-day as when the Pyramids were built. Men have tried all sorts of SUBSTITUTES and attempted all kinds of new methods but have never succeeded to excel the good old fashioned, well-tanned LEATHER of the AGES.



GENUINE OAK SOLE LEATHER



Made from specially selected hides and tanned and finished so as to ensure that combination of flexibility, strength, smoothness and resistance to wear that is so essential to good sole leather—this is the BREITHAUPT IDEAL.

Cut Soles of Trent Valley Oak can be obtained from
PROVINCIAL CUT SOLE CO.
311 Victoria Street, Kitchener, Ont.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

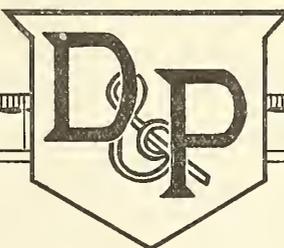
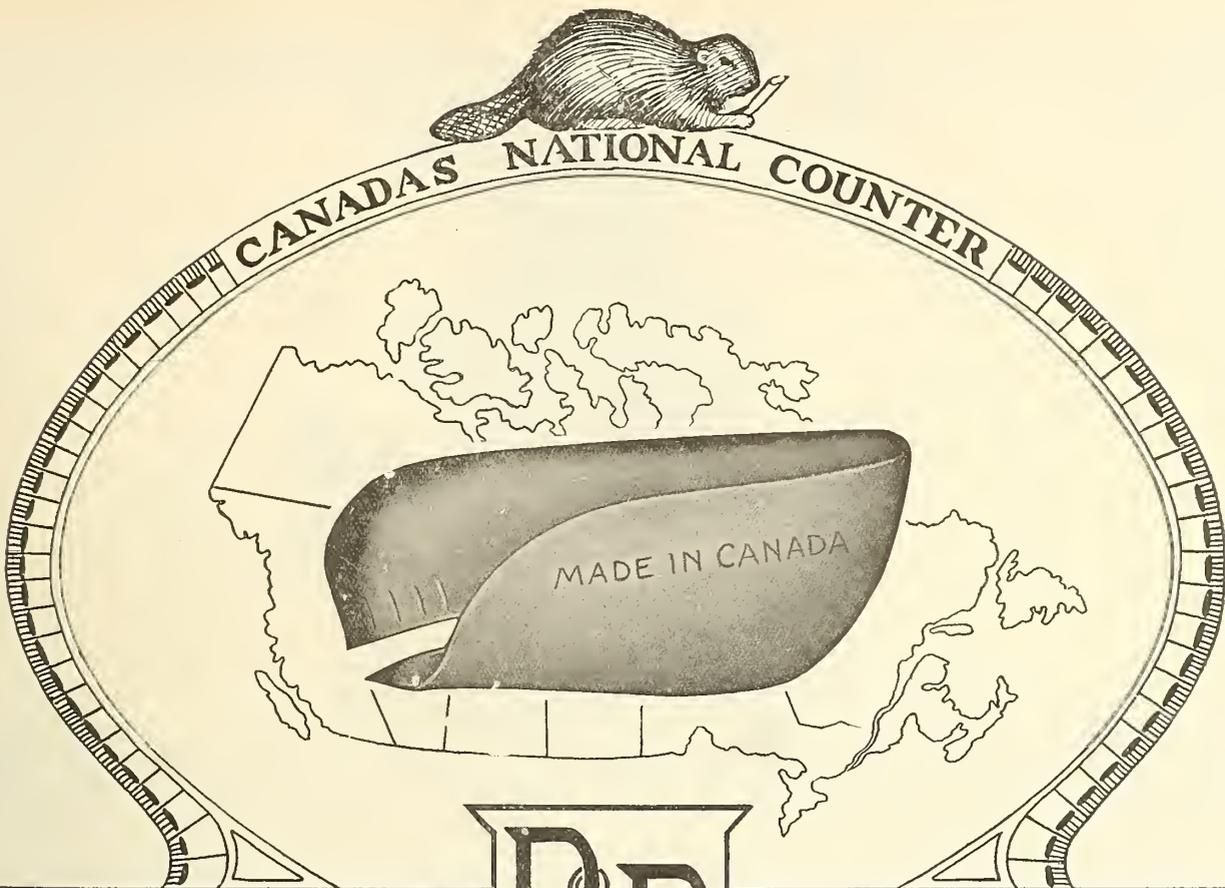
SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





“The Counter Which Meets Every Need”

Our Union Three piece Counter is the result of special effort to produce a counter which will fill all the demands for a light, strong, durable, easy workable counter for WOMEN'S SHOES.

No other counters offer the same advantages for this particular and important branch of shoe making.

“D & P” counters are made in grades which enable the practice of economy in counter purchasing by paying only for such counters as the type of shoe which you are making demands— for FINE, MEDIUM or STAPLE SHOES— WE HAVE A COUNTER FOR EVERY PURPOSE.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:--Ed. R. Lewis Leather Co.

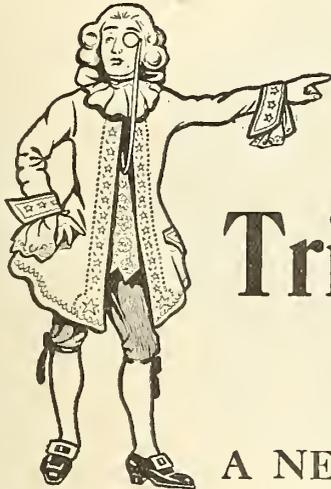
For Quebec City:--Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



Introducing
Triply Chrome Brown

A NEW PRODUCT

Of extraordinary merit. Purest chrome tannage. Strictly aniline dyed. A remarkably fine

CALF LEATHER.

A SUPERIOR SHOE

Produces a Shoe which, while Soft on the Foot, Stands up Perfectly and Takes a Beautiful Shine during the entire

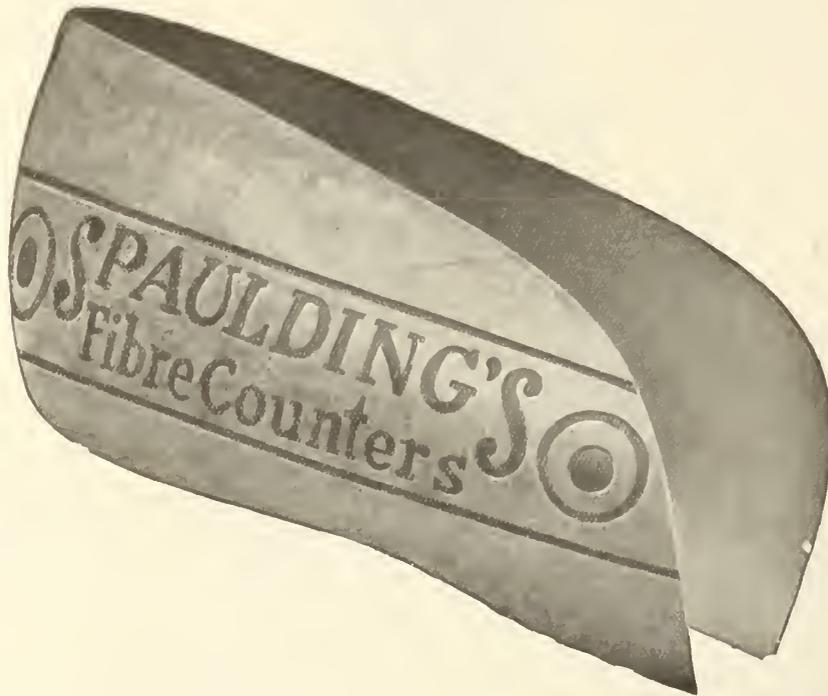
LIFE OF THE SHOE

*Mail samples gladly sent to Retailers as well as
 Manufacturers on request*

A Leather for Every Shoe

DAVIS LEATHER COMPANY
 LIMITED

NEWMARKET, ONTARIO
 CANADA



With Spaulding's Fibre Counters in your shoes you can be sure that they will retain a trim, perfect shaped back that will reflect credit on your line and result in greater all-around buying appeal.

We make our own fibre

J. SPAULDING & SONS CO., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA	CINCINNATI	ST. LOUIS	CHICAGO
John G. Traver & Co.	The Taylor-Poole Co.	The Taylor-Poole Co.	J.E.D. McMechan & Co.
141-143 No. 4th St.	410-412 E. 8th St.	1602 Locust St.	217 W. Lake St.

SEVEN FACTORIES

Tonawanda, N. Y.	Rochester, N. H.	English Agents: J. Whitehead & Co., Ltd.
No. Rochester, N.H.	Milton, N.H.	Leicester, England
Townsend Harbor, Mass.		

Canadian Agents: International Supply Co., Kitchener, Ontario, and Quebec City
V. Champigny, Montreal.



The Social Season

Fall marks the opening of the Social Season in all its activity and splendor in which shoes will be one of the prime requisites. Progressive merchants can meet this demand for distinctive footwear by featuring "Bell's" shoes in their window display.

"Bell's" shoemaking is the result of original and refined style ideas combined with the very best in material and workmanship, satisfying the tastes of the most particular, and conservative enough for safe buying.

See Our Lines For Spring

J. & T. BELL, LIMITED
Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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



CALF AND SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO, CANADA



Patented 1919



Canada's Premier Children's
Shoe Lines

*The
One
And
Only*

Genuine

Goodyear Welt Shoe

Made with a

Pillow Welt Insole

GLOBE "PILLOW WELT"
"BABY PILLOW WELT"

Healthful, attractive, durable shoes for
Children.

*Write for a Globe salesman to show
you the complete line.*

Carried in stock by A. Lambert, Inc., Montreal.

GLOBE SHOE, LIMITED

TERREBONNE
Montreal Office---11 St. James St.

QUE.
Representative---J. A. BLUTEAU

THE FOOT ARISTOCRATIC



This striking VICI kid advertising is continuing in The Saturday Evening Post and The Literary Digest. Over 85,000 copies of these magazines circulate in Canada. On an average of three persons read each copy. A quarter of a million Canadian people may be safely counted upon to read VICI kid messages regularly. They will want shoes of VICI kid. They will buy shoes of VICI kid.

The "Satisfactory" Shoe to Sell

Since the creation of VICI kid by Robert H. Foerderer in 1890 and the universal acceptance of VICI as *the* leather for shoes of fashion, shoes of VICI kid have consistently satisfied millions of purchasers in style, individuality of design and fit.

Shoes of VICI kid have always made satisfactory sales for the retailer because they bring repeat sales and steady customers.

Shoes of VICI kid are *satisfactory to sell* because they *give satisfaction*. They satisfy the trade because they satisfy the customer.

No other leather combines *all* the advantages of VICI kid.



This is the trademark of VICI kid

ROBERT H. FOERDERER, Inc.
Philadelphia

Selling Agencies in all parts of the world

VICI kid

(Reg. U.S. Pat. Off.)

THERE IS ONLY ONE VICI KID - - - THERE NEVER HAS BEEN ANY OTHER

Mention "Shoe and Leather Journal" when writing an advertiser

La Duchesse



La Duchesse *Maintains Value*

One of the most notable features in the new "La Duchesse" samples is that they meet to-day's keen demand for value without lowering any of our standards in workmanship, quality or design.

For wholesalers this means our lines offer the very latest style features in lasts and patterns, and the most snappy effects in color combinations, combined with two essentials which make for successful trade,

ECONOMICAL BUYING AND PROFITABLE
SELLING

See Our Samples Before Selecting Your New Stock

"La Duchesse" Shoe Co., Registered
MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*

DAVIS BUCK SIDES

Have Proved Their Worth

We Make Them In

WHITE GREY BEIGE BROWN LOG CABIN

If You Have Not Received Our Color Card,
Write Us To-day

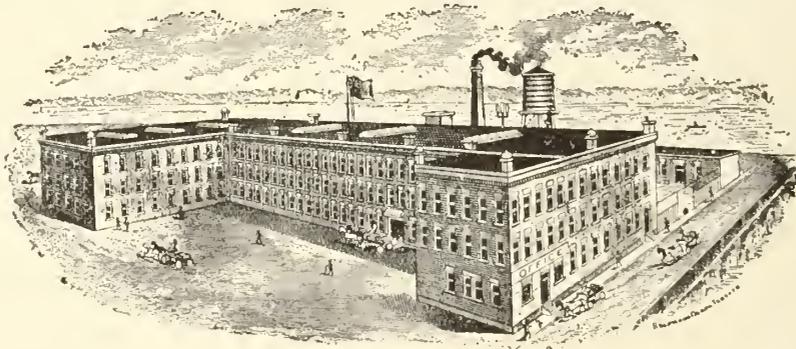
A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

SELLING AGENTS

PERCY J. MILBURN
252 Notre Dame St., W.,
Montreal

RICHARD FRERES
553 St. Valier St.,
Quebec



Still Making Canada's Leading Staple Lines

Buyers who have seen our lines this season have not been disappointed, either in the selection shown or the values offered. Both are even a little better than in any line we have turned out.



To-day's profit lies in making volume sales by meeting the popular demand with Yamaska values. Our new IN-STOCK DEPARTMENT gives immediate supply service on leading Yamaska Brand Lines.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.

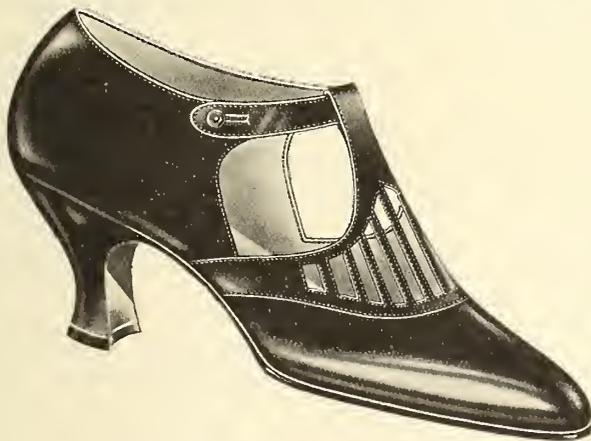
Two Profitable Models for Spring



The illustrations shown on this page represent but two models of our extensive range of Footwear for Spring. Produced with the distinct object of meeting the demand of the trade for a line of the very latest in style and workmanship, priced so as to be within the reach of merchants who want shoes which are snappy in appearance and of genuine quality.

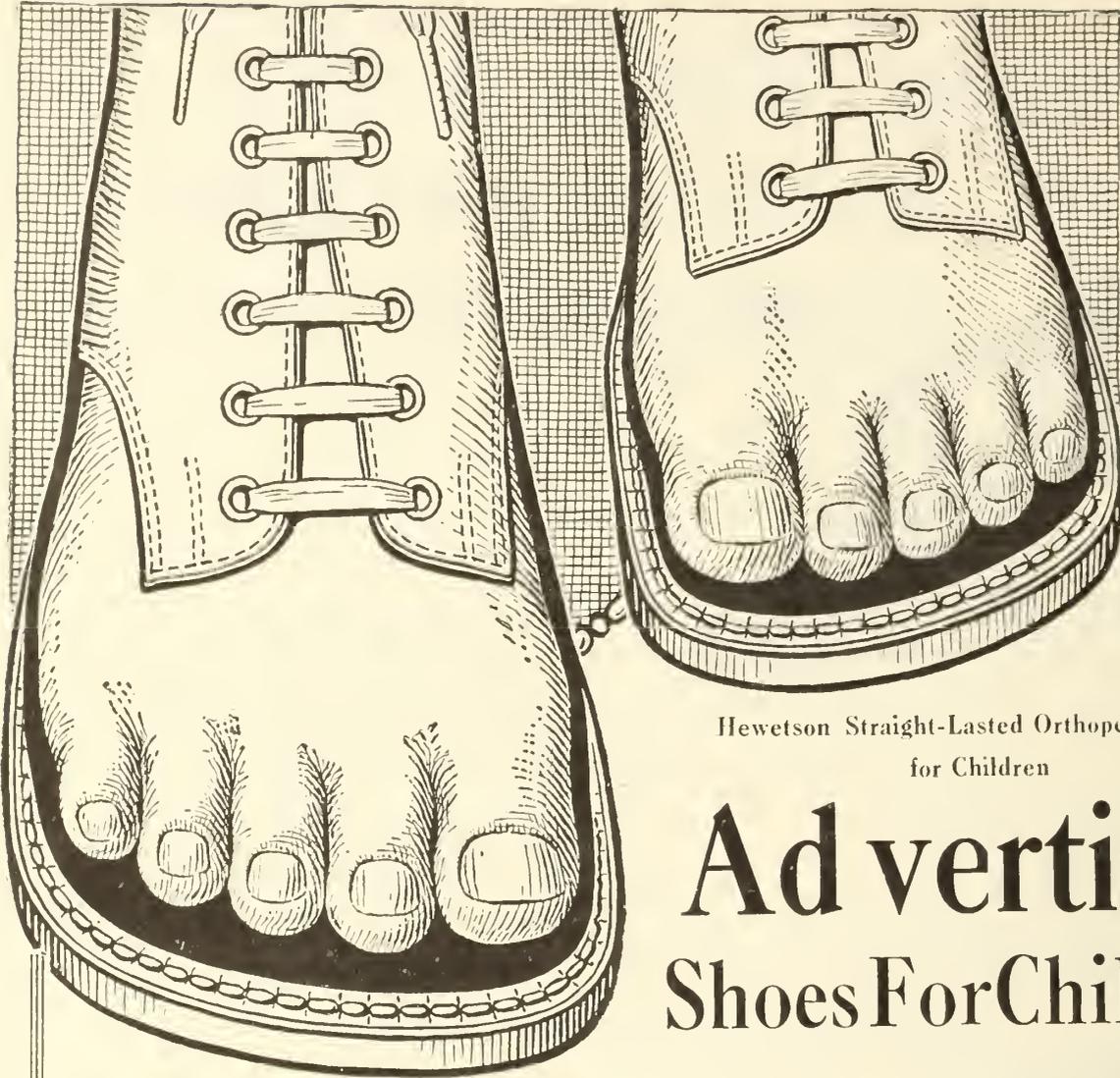
WHOLESALEERS

have only to inspect our lines for the coming season to know that as a trade getting proposition it has no equal.



Gagnon, Lachapelle & Hébert

55 KENT STREET MONTREAL



Hewetson Straight-Lasted Orthopedic Shoes
for Children

Ad vertised Shoes For Children

Hewetson Shoes for children are nationally advertised. They are known and recognized by the public. The Fall advertising has commenced in the newspapers. The Autumn demand for Hewetson Shoes for children has begun.

The dealer who wants to reap the benefit of this advertising can do so by simply letting his customers and prospective customers know that his is the store which sells the famous Orthopedic, straight-lasting Hewetson Shoes for children.

Window displays, store displays, local newspaper advertising—they all pay. And the quiet word of a salesman now and then helps a whole lot, too, especially at this season.

HEWETSON

SHOES FOR CHILDREN

“Made Stronger to Wear Longer”

J. W. HEWETSON COMPANY LIMITED

Shoemakers to Children

Brampton, Ont., and Acton, Ont.





Black Beauty

Chrome Patent Sides

Patent Leather is worn by those particular people who demand the best that manufacturers can create, and money can buy—specify Black Beauty.

**The Robson Leather Company
Limited
Oshawa, Canada**



DOMINION McKAYS

Produced to meet the popular demand for a good shoe which will at the same time net you a handsome profit—Inspect our range of

Growing Girls
Misses

Children
Infants

Boys
Youths & Gents

SHIPMENT
ON SHORT DATING

DOMINION

Shoe, Limited

2298-2302 Chabot St.

Montreal

To Visit Our Plant Take Papineau Avenue Street Car Going North And Get Off At Bellechasse Street



*“And the “Hotel Cleveland”
is my home when my trip
brings me to Cleveland!”*

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!

Hotel Cleveland
CLEVELAND, OHIO.



MARSH'S

MEDICO

*You Need
Them Now*



Your customers will soon require shoes that will keep their feet dry and warm in the cold weather, snow and slush that is not far away.

You are overlooking a bet if you have not already prepared for this demand.

Marsh's "MEDICO" built for this purpose, with viscolized full double sole, has been for twenty years the outstanding shoe for fall and winter.

Get Your Supply Now

THE **W^M. A. MARSH COMPANY, LIMITED**

QUEBEC, CANADA

SOLD BY ALL LEADING JOBBERS FOR THEIR BEST GRADE SHOE

ROOM N

PERMANENT SAMPLE ROOM
QUEEN'S HOTEL

TORONTO



“GUTTA PERCHA”

Canvas Shoes That Satisfy

And the customers all over Canada know their merits. As a merchant you will be glad to see the new styles that have been added, and the improvement, where it was possible, in the old lines. Our travelers are booking orders now and will gladly show you these attractive samples and explain the Early Order Discount that saves you money.

And just one other thing; see our new Catalogue, it's a regular "Guide to Profit"!

Get Your Early Order Discount!

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast

From Your Distributor or Our Nearest Branch



Order your Sorting Sizes NOW

And don't lose sales through lack of sizes and widths. We will gladly send you our "In-Stock" folder upon request.

You should have our famous HI-ARCH shoe for women in your store. Many retailers are demanding it. Why not you?



- 9176—Women's Black Kid Hi-Arch Bal Oxford, 992 Welt Last, 12-8 Heel, D & E, 2½-8...\$4.10
- 9000—Women's Black Kid Hi-Arch 8" Bal, 992 Welt Last, 12-8 Heel, D & E, 2½-8.....\$4.85
- 9175—Women's Black Kid Cushion-Sole Oxford, 999 Welt Last, 10-8 Heel, D & E, 2½-8\$4.10

- 9213—Growing Girls' Velour Calf 8" Bal, 921 Welt Last, 8-8 Heel, B,C,D, 2½-7½.....\$4.60
- 9214—Growing Girls' Tan Calf 8" Bal, 921 Welt Last, 8-8 Heel, B,C,D, 2½-7½.....\$4.60
- 9219—Growing Girls' Patent Wide 1 Strap, 921 Welt Last, 8-8 Heel, B,C,D, 2½-7½.....\$3.85
- 9216—Growing Girls' Gunmetal Bal Oxford, 921 Welt Last, 8-8 Heel, B,C,D, 2½-7½.....\$3.85
- 9217—Growing Girls' Tan Calf Bal Oxford, 921 Welt Last, 8-8 Heel, B,C,D, 2½-7½.....\$3.85



- 462—Misses' Velour Calf Bal, 121 Welt Last, Reg. Heel, B,C,D, widths, 11-2.....\$3.45
- 4065—Misses' Tan Calf Bal, 121 Welt Last, Reg. Heel, B,C,D, widths, 11-2.....\$3.45
- 4040—Misses' Tan Calf Bal Oxford, 121 Welt, Reg. Heel, B,C,D, widths, 11-2.....\$2.95
- 4041—Misses' Gunmetal Bal Oxford, 121 Welt, Reg. Heel, B,C,D, widths, 11-2.....\$2.95
- 4047—Misses' Patent Bal Oxford, 121 Welt, Reg. Heel, B,C,D, widths, 11-2.....\$2.95

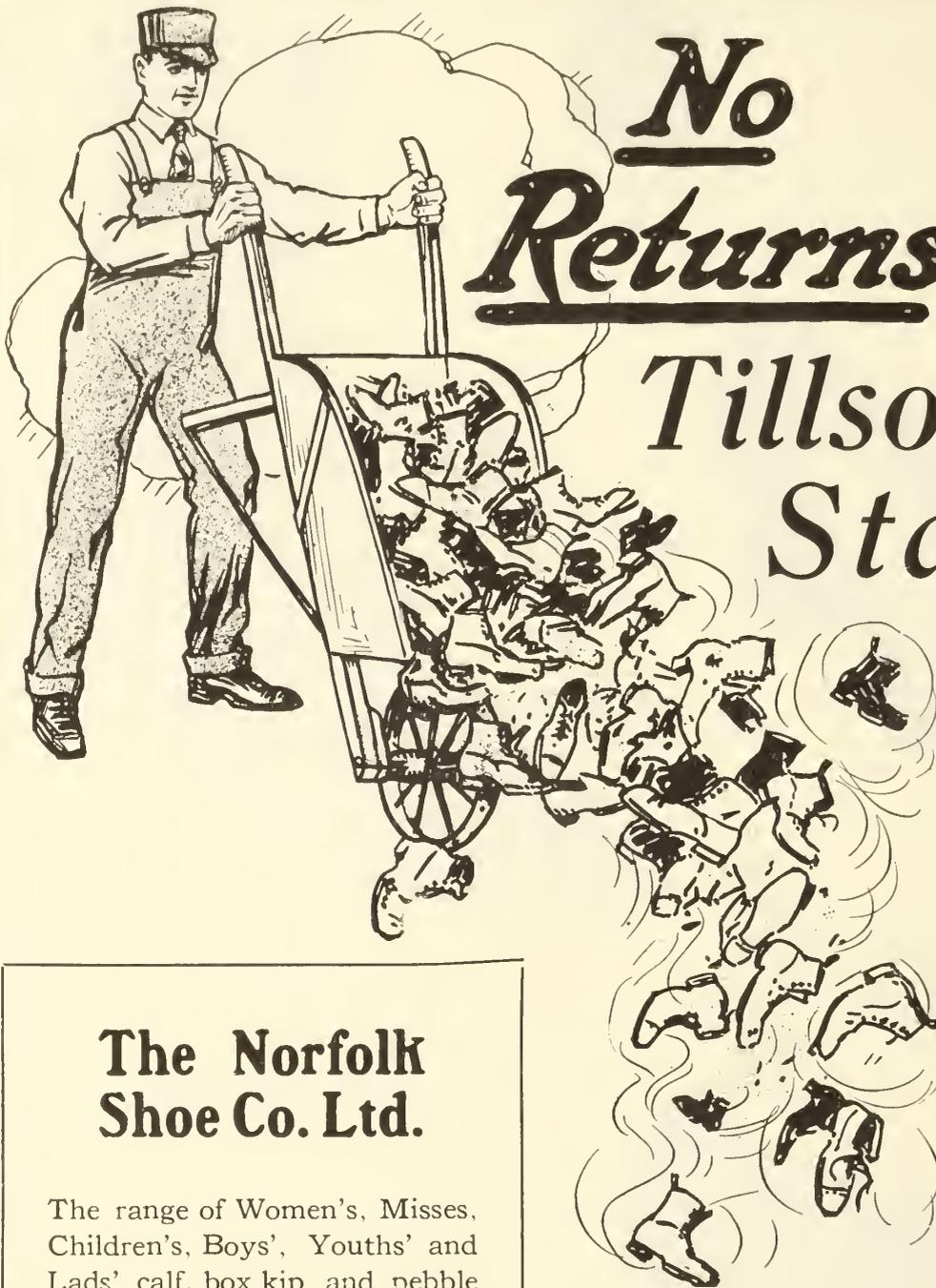
Our experience with Growing Girls' and Misses' Goodyear Welts has been that it pays to carry them in all widths and sizes.

We will gladly send you sample pairs. ORDER TO-DAY and don't miss any sales through lack of widths and sizes.

Getty & Scott Limited

Makers of CLASSIC Shoes for Growing Girls, Misses and Children

Galt, Ontario



No Returns from Tillsonburg Staples

Every pair of Tillsonburg Staples means a satisfied customer. The quality of these durable and well made shoes is such that returns are unknown. Every shoe you sell stays sold, and when its service of wear is over, the customers come back for more.

The new lasts and patterns just added for the coming season are already proving popular sellers. Tillsonburg Staples are made for Men, Boys, Youths and Lads. Write to-day for samples.

Combined output 3000 pairs per day.

The Norfolk Shoe Co. Ltd.

The range of Women's, Misses, Children's, Boys', Youths' and Lads' calf, box kip and pebble leather staples now being made by the Norfolk Shoe Co. in their new Tillsonburg home offers the wholesaler excellent value for the money invested. A quality line selling at the right price brings good business.

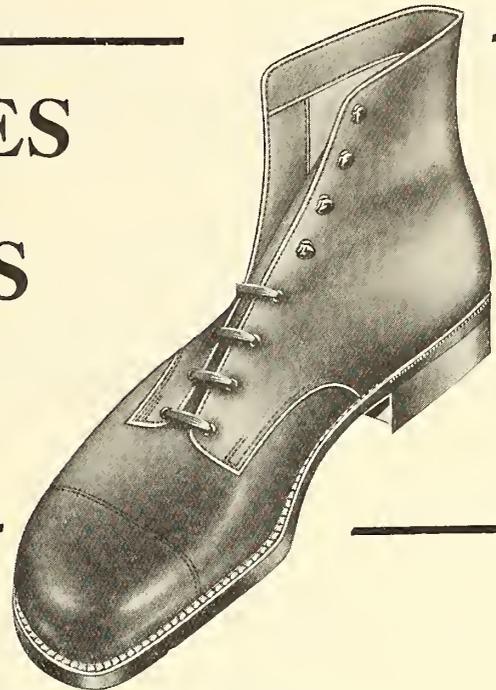
The Tillsonburg Shoe Company Limited

Tillsonburg, Ontario

HURLBUT SHOES

for MISSES, BOYS

AND YOUTHS



RUNNING apace with the increased use of Hurlbut Cushion Sole Shoes for children has been the popular insistence that these shoes be placed on the market in larger sizes.

Introduction of these lines had to await additional manufacturing facilities and compelled the erection of Hurlbut Factory No. 2, recently completed at Preston.

HURLBUT
TRADE MARK REGISTERED
CUSHION SOLE
 Shoes for Children

are now available in the following additional ranges:

For Misses, with Spring Heel, sizes 11 to 13½

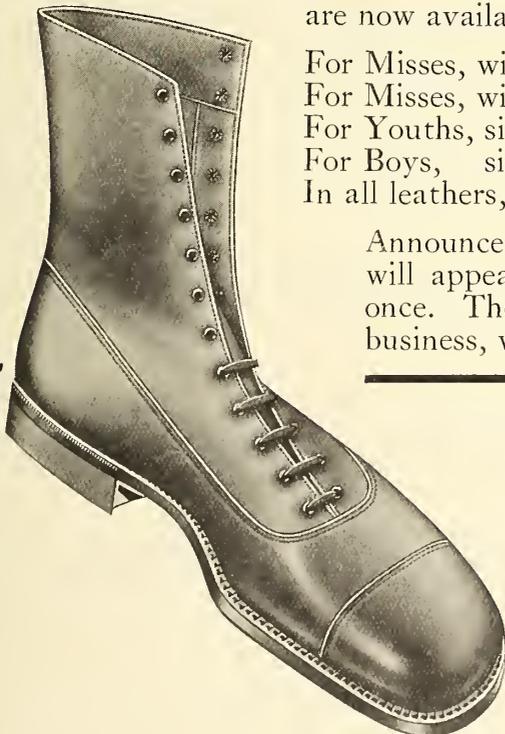
For Misses, with Low Heel, sizes 1 to 2

For Youths, sizes 11 to 13½

For Boys, sizes 1 to 2

In all leathers, boots and low cuts.

Announcement to the public of these additional lines will appear in the daily press throughout Canada at once. They offer to Hurlbut retail agencies additional business, which already has been created.



In stock with Hurlbut wholesale distributors as follows:

PHILIP JACOBI

5 Wellington St. E., Toronto—for Ontario, Quebec
 Maritime Provinces and Manitoba

Montreal Warehouse

53 Peel St.—Geo. E. Fortin, Manager

MAYBEE'S LIMITED

Moose Jaw, Sask.—for Saskatchewan
 Alberta and British Columbia



In Stock Service



Brogues Are In Great Demand This Fall

We Have Them In-Stock

Built on our "Hy Gear" Last in Brown Presto Calf

SLIP SOLE
No. 3309

RUBBER HEEL
Code "Omen"

Carried in 30 pair lots, sizes 6 to 10

The John Ritchie Co., Limited
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:

510 Coristine Building

Boston Office:

161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

Merchandising vs Gambling

THE period through which the shoe trade has recently been passing has developed the weak spots in both manufacturing and retailing methods and the wise in both camps should profit by the costly experience.

There is not the least doubt but that gambling has occupied too large a place in retail shoe buying and this dangerous principle backed by indifferent stock keeping and sales methods has played sad havoc with profits. For example, a large retail concern whose affairs came under scrutiny quite recently was found to have a quantity of white goods carried over from 1922, and a considerable stock of similar goods of this year's vintage almost untouched. This is the case in a nutshell.

On the other hand, there are manufacturers, who under the stress of prevailing conditions and with the object of stimulating sales have increased their lines, duplicating many already in existence, with the result that the cost of doing business has been enhanced, and the market flooded with competitive lines that made the problem of shoe selling more difficult than ever.

What is needed in the shoe trade is a general house cleaning and the adoption of better merchandising principles and methods. The retailer should get his stock down to the absolute demands of his business and follow sane, energetic and persistent methods of handling it.

The manufacturer, instead of increasing his lines, should pare them down to a minimum that will enable him to get his manufacturing and selling costs down to a basis that will mean more profitable business for himself and his customers.

The men who to-day cry for variety in the shoe business are not safe ones to listen to. There never will be prosperity in the shoe trade, until manufacturers and retailers throw overboard the frills and fads and get down to the business of making and selling real shoes.

That it can be done is evidenced by the few who have already put into effect their decision to quit the gambling game in shoes.

In The Market Place

*Business Showing Improvement—
Payments Better—Shoe Manufact-
urers Slightly Busier—Sorting
Trade Picking Up—Wide Interest
Created By Shoe Week.*

THROUGHOUT Western Canada there is a decided hopefulness in place of the apathy that existed six months ago. The wheat situation continues encouraging. Threshing in some districts was held back by wet weather for a couple of weeks, but the crop is now pretty well cleaned up. The transportation question gave some anxiety for a while, but the movement of the crop has been started and it is expected that before things freeze up for the winter, the most of the wheat will be at the seaboard. So far the quality as well as the quantity of the grain has been all that was predicted.

Business in the West is picking up both with the wholesale and retail trades and merchants find a more encouraging spirit abroad. A hopeful feature is the absence of the speculative tendency which has usually followed the harvesting of a bumper crop. The West seems to have learned a lesson in this respect, and the necessity for preparation for possible lean years as well as the heavy obligation that still hangs over the country have contributed towards a spirit of caution that will mean good in the end.

In Ontario business has taken on considerable improvement. The cool, moist weather early in the month favoured general business and enabled the farmer to get ahead with his fall work. There is still considerable dissatisfaction with regard to the disparity between prices of farmer's produce and what he has to pay for his household and manufactured requirements, and there will not be much safe progress in the county until this is reduced to a considerable extent.

In Quebec, business is reported as going steadily ahead in all lines, especially in staple products. Dairying interests have done very well during the past season, and the fact that there is plenty of fodder will encourage the carrying over of stock that would otherwise have to be sacrificed.

In the Maritimes, recovery is recorded from the set back received by business in the spring and early summer. Crops have been fairly good throughout New Brunswick and Nova Scotia, and sea products have been in abundance with a good market for the catch in most lines. In this quarter preparations are being made for a considerable increase in lumbering operations for the coming winter. With prices of labor and supplies more reasonable and the former more available there ought to be quite an increase in the timber cut.

Retail Shoe Trade.

More seasonable weather all over the country has helped matters with the shoe trade, although conditions in this respect might be better. There was a week of cold weather with some rain which did good in some localities, but what is really needed is frost and a snow flurry or two to start things. Shoe Week helped considerably to start people think-

ing not only of their immediate needs, but of their requirements in footwear. The general opinion seems to be that the cumulative effect of the campaign will be more telling than the more immediate results.

In the rural districts trade has been noticeably better than in the larger centres and staple lines have sold fairly well for this time of the year. At all events, apathy that has characterized conditions for over a year seems to be dissipating largely owing to the fact that people are becoming convinced that prices are at rock bottom and, knowing they are down to actual necessities in their shoe needs, they are more inclined to buy.

Shoe Manufacturing Conditions.

In some lines a fair amount of activity is reported both in Ontario and Quebec. Makers of staple shoes of the better class seem to be busy while the coarser grades as well as the finer seem to drag. A good deal of sorting business is being done to meet the demand for low cuts that still persists. It looks as though the demands for straps and oxfords were going to last well into next month unless there should be a spell of rough weather. With the advent of fall costumes with a tendency towards black, there has been more call for this color in various kinds of stock such as tan and ooze and satin has been given a new lease of life. Makers of women's shoes of the better class report a better enquiry and a disposition to consider spring needs.

Men's shoes are forging quietly ahead and makers of both fine and medium lines report better business. In referring to this fact, one manufacturer recently stated that undoubtedly the fine display at the recent Canadian National Exposition was responsible for a quickened interest in both men's and women's shoes.

The wholesale trade report an increased sorting trade especially in the past couple of weeks, but state that retailers seem to stick closely to the hand-to-mouth system of buying. Wholesalers are out with spring samples, and state that it is slow work as yet getting retailers to consider their requirements for next season.

The Leather Trade.

There is more enquiry for leather of the better grades than for some time past, and there has been a tendency on the part of shoe manufacturers to buy for future needs. Tanners are not inclined, however, to consider offers for supplies in advance even at current market rates on prime tannages of upper or sole. The leather men continue to play a waiting game and are for the most part sitting tight and waiting for things to come round. There has been some talk of concessions, but as far as can be learned from investigation the cuts have been made more or less on undesirable stock. There may be a little shading now and then as there always is even in good times, but the market remains firm. The argument of shoe manufacturers is that the cost of tanning has gone down appreciably in the past couple of years and with the easy hide market they think that tanners ought to be in a position to get leather prices down to where confidence will be restored in shoe values. Tanners claim, of course, that the leather going through is from higher priced raw stock, and that tannery overhead has been high during the period that they have been compelled to run on short time.

Stray Shots from Solomon

There is a time for every purpose under the sun, saith the Wise Man. Yet men talk politics when they should be dusting their shelves, watch a ball game when they should be looking after their accounts, and complaining about hard times, when they might find more profitable employment getting rid of some of the moss that is keeping them back in the commercial race. There is a man walking the streets of this city to-day who was once in business and who talked by the hour on economic questions

to everybody who had as much time OUT OF PLACE as himself to waste. Another case of a retail merchant comes to mind who devoted his thoughts to political meetings and social gatherings instead of seeing that his business was properly looked after. Now, politics, science, religion, and even the ball game have all their proper places, but when a man neglects his store to give attention to any of them, even religion becomes a vice, and there are a good many people who make a vice out of religion. They blame the man who sits up nights over a card table or hangs around a lodge until his family are tired waiting for him to come home, but never think that a man may neglect his family and business quite as much running after church meetings or to booming social reforms.

* * *

"Laugh and grow fat." The man who laughs is the man who wins. A laugh is the indication of a spirit that is bound to be on top no matter what comes. We do not mean the horse laugh of the heartless fool who sees fun where others see sadness. Nor the foolish titter of the giggler, who goes into hysterics on the least provocation nor the merriment of the man who goes into ecstasies over his own jokes. One knows a genuine laugh as soon as he hears it. There is an infection about it that is irresistible. Like mercy, the quality of a good laugh is not strained. It blesseth him that gives and him that takes. It will do more good in a family than all the physics of the pharmacopoeia or the metaphysics of theology. "A merry heart is a good medicine," or as the revised

translation puts it, THE PHILOSOPHY OF SMILES "causeth good healing."

It is as good for a business often as a page advertisement in a local paper, and that is saying a great deal. The reputation of a hearty, whole-souled man does not require much publicity. The people are quick to detect the atmosphere of a store that a laugh thrives in.

You can't always help your thoughts, but every man should be master of his own lips. Because the Devil gets into the back kitchen is no reason why he should be entertained in the parlor or made to feel at home on the front doorstep. Vile-tongued abusive scolds are often excused as "not bad at heart," which is all rubbish. If the vileness does not come from the heart, where on earth does it come from? Don't make any mistake; the goods in the window are always a fair sample of what is in the store, usually much better. When you find a man exhausting his vocabulary on his neighbor, you may put it down that he is not an angel himself.

* * *

The ancients gave the world their conception of justice as a blindfold goddess, whose judgment was supposed to be unbiassed by sight. In all ages men have applied the bandages when judging themselves. "All the ways of a man are clean in his own eyes," said the Wise Man. "You know," said a man the other day, "plenty of us do things that are not quite the thing in business without giving the moral aspect of the question any thought." That is the trouble

with us. We don't think. The BLIND JUSTICE Psalmist found this the case in his own experience for he says, "I thought on my ways and turned my feet into thy testimonies." If people would only think they would see some things in a light they never dreamed of before. If they would only think there would not be half the poverty and crime there are in the world. There is a mental laziness that is worse than physical. It is the fool who "does not think" that points loaded guns at people and afterwards says he "did not know it was loaded." It is the slow brained swift tongued harpy that starts gossip that ruins the reputation or business of his neighbor. If people would begin to think, doctors, lawyers and undertakers and jailkeepers would find their duties light. Examine your ways. They may be clean in your own eyes, but remember there is One who "weigheth the spirits." Look diligently, therefore, to your going.

Solomon

Frequent Style Changes

Tendency To Jazz Up Shoe Business Still In Evidence—What Can Be Done?

THE question of frequent style changes and the uncertainty on the part of retailers in buying have been the subject of discussion on many occasions during the past few months. At times the evil seems to abate, only to come back again when a stable situation seems to have been reached. This past summer was expected to be a big white season. But the average retailer was disappointed. Real merchandisers cleaned out their stocks by strenuous methods, but at reduced profits. The majority of dealers, however, are carrying over more white shoes than usual. One of the chief reasons was the run on sandals in leather of subdued or bright colors, which kept white shoes on the shelves. It may be assumed that somebody made money on the unexpected style development. But the trade on the whole, did not benefit by it. For normally women would have bought most of the white shoes in stock, and reduced the carry over.

As it is there will be hesitation in buying whites for next year, as well as loss on goods a year old. Both ways, the trade loses.

Perhaps nature must be left to take its course, and the gambling continue. It would seem, however, that though the shoe business is at any time one for keen wits, and somewhat in the nature of a gamble, the element of uncertainty might be reduced to reasonable limits.

What benefits a dealer if he adjusts his buying program to his sales expectations, knows his market well, lives within his budget, but has his plans all knocked endwise by some quite unexpected development in style or colors that nobody foresaw, and that only plays into the hands of the hand-to-mouth buyer?

In another page one suggestion is made by a well-known traveller, who believes the change could be effected by a group of leading manufacturers. Whether there is merit in his suggestion, or whether it is feasible, is not for discussion here.

The question was passed on recently to the Round Table for comments and ideas. They were asked:—

“What can be done to curtail the evil of too many styles and too frequent changes in shoes (a) by retailers, (b) by manufacturers?”

A Winnipeg dealer says:

“I think that is gradually being brought about, as the retailers are fed up on new styles coming in and going out too quickly, so that instead of making money, they are making losses, and the public are confused. They selected certain styles, say 50%, and the other 50% are turned down, and in order to clean out the latter, they are put on the table at cut prices.

“The manufacturer can greatly assist, and must eliminate style changes, except every six months. New styles should be brought in on a larger percentage for the spring season, say seventy-five per cent., and for the fall season, twenty-five per cent. The manufacturers should not bring any changes in

between these seasons. In fact the retailers are looking with disfavor on any manufacturers who bring about style changes oftener than every six months.”

A Windsor dealer:

“This comes through excessive competition for the available trade, and we feel the overdoing of such a thing will kill itself in time. We see a partial fulfillment of this to day in the fact of there being no particularly outstanding shoe style. Anything nice is up-to-date and saleable, and as new as anything to the shoe buyer.”

A Central Ontario man says:

“Concerted action through National Retailers' Association to the Shoe Manufacturers' Association.

“Co-operative effort on the part of Canadian shoe manufacturers, limiting styles.

“A national publicity campaign for ‘Sanity’ footwear.”

A Toronto dealer:

“Let each retailer confine his numbers to as few varieties as possible, regardless of the numbers that might be made for show by the manufacturers, staying faithfully to the more staple numbers which we know by experience to be more profitable in the end.”

Another Toronto man:

“Refrain from buying so many styles. Eliminate those of extremely faddish design. Give the quietus to them when samples are being shown. Stick to shoes that you can dispose of at a slight sacrifice even if you are unfortunate enough to have some left over.”

An Ottawa dealer:

“It is a hard problem to solve as far as the retailer is concerned. The manufacturers could get together and eliminate such frequent changes in new models. But I am afraid the way the retailers are buying at present—always striving for something new—it is a hard matter to change.”

A Western Ontario retailer says:

“I believe that every man will have to work out his own solution. There are too many in the game at the present time, and, I believe, it is a case of the survival of the fittest.”

Another Ottawa man says:

“Trying to best the other fellow to it is the cause. Nothing can regulate it—excepting an Act of Parliament!”

A Montreal dealer:

“The problem of too many styles and frequent changes is a serious one, and it certainly affects the net results of all shoe business. It is necessary for each one of us to plan our own stock, and hold it to a properly balanced condition at all times. Practically any pretty style in prevailing leather is saleable, but it is absolutely necessary that the selling organization be sold themselves on the style. Therefore, I believe it is possible to concentrate on fewer styles, playing them possibly in a bigger way rather than spreading out a lot of styles and naturally making it more difficult to clean up and make money. It is a question of balance in relation to the size of the business.”

A Maritime man says:

“We will give half a year's salary to the man who can suggest the cure. The women are the cause of most of it, as they demand a new style every day. And it seems to be a ‘bug’ that is hard to catch and kill.”

National Shoe Week

A Review of the First Wide-spread Effort at National Co-operation—A Creditable Showing.

THE shoe and leather trade of Canada has shown, beyond a doubt, that when the opportunity is offered, the members are willing to join in co-operative efforts for the settlement of business and the education of the public. National Shoe Week, September 17th. to 22nd., found retailers, backed by manufacturers, wholesalers and tanners, working together to tell the story of shoes to the Canadian public.

When the idea was first conceived, it was felt that the average man or woman does not pay enough attention to footwear requirements. Individual efforts to correct this condition would be more or less effective, over a long period of time. But the process would be very slow.

Concerted action through the whole country, however, should have the effect of causing a great many people to think about shoes, who otherwise would not. It could not be expected that this, or any other method, would bring on a boom over night. But it might reasonably be anticipated that in some quarters immediate business would result, while in others the results would not be evident for some time, and even then could not be traced back directly to Shoe Week.

On the other hand, the chief purposes of National Shoe Week was as the beginning of a campaign to cause people to think about shoes in relation to health, appearance, and economy.

How the retail trade of the country joined in the effort is indicated by the advertising we reproduce in this issue. This is only a fraction of what actually appeared. A fair estimate of the total expenditure in newspaper advertising for the week would show it to be upwards of ten thousand dollars. This was distributed over the whole country, from Halifax to Victoria. The space varied, from relatively small individual advertisements, to quarter page, half page, and full page collective advertisements. The Vancouver Sun issued an eight page supplement, the reading matter and advertising matter of which dealt entirely with shoes.

It can, therefore, be seen that while the individual expense was small, the aggregate mass of advertising carried a great deal of weight and was well worth the money spent on it.

President Howard Blachford can justly be proud of the way the retail shoe trade of Canada rallied to the support of the first national movement undertaken in Canada, and that under his regime an effort such as National Shoe Week was put across.

From the standpoint of a first effort at educating the public to a consciousness of shoes, National Shoe Week was undoubtedly successful. It depended on the efforts of every individual dealer. That these were forthcoming is evidenced by the newspaper advertising, by the dressing of windows, the putting on of special stunts, and by the fact that practically every shoe store in Canada displayed the window

cards and posters, and distributed folders. Direct results from efforts of this kind, cannot be checked. But there are many people to-day who know more and think more about shoes than they did prior to Shoe Week.

If it were possible by these means to double business in a week—why not do it every week.

The need for such a campaign was caused by lack of attention to shoe requirements, and the educational process to correct it will not be carried out in a few weeks or months. The soundest advertising builds for the future, and to that type belongs the National Shoe Week campaign.

As one leading shoe manufacturer says:—

“Things of this kind must necessarily start from a small beginning and from the start you have made, and from the response that has been obtained in your initial effort, we confidently feel that this is simply the forerunner of what will eventually become a fixture in the shoe trade.

“We are only too pleased to co-operate in useful ideas of this kind, and assure you of our hearty co-operation at all times as occasion arises and warrants.”

A tanner says:—

“It is certainly the best thing that has been put over in the shoe trade for a long time.”

Comments from the retail end of the trade varied from enthusiasm to the opposite. A few dealers were disappointed because they did not see big results accruing immediately. But if these men think over the problem, and look ahead, they will convince themselves of the ultimate value to be obtained from a National Shoe Week.

As a leading dealer in Toronto put it:—

“Business during that week was less than in the previous week, largely on account of the weather. But I believe it is a splendid idea, and should be followed up.”

A Maritime dealer takes what should be a typical view. He says:—

“In our town there was not the enthusiasm there should have been, but the advertising was made use of and all ran specials which brought some response. The writer was in Bridgetown, Wolfville, Windsor, and Bridgewater during that week and they all reported good business all through.

“In our case, we featured a few snappy specials in men's and women's new fall shoes, and talked quality and scientific foot fitting. We consider the boost of this week as well worth while, with results to be gathered later.”

Dealing with the question of a semi-annual opening week, in spring and fall, he says:—

“The idea is good. Talk it up. Shoes are worthy of a little more ‘spotlight’ from the public than they have been getting of late.

A Windsor, Ontario, man says:—

“We had a very good week, in fact one of the best we have had in several months. We worked all the advertising we had, and spent a good deal in working some of our own. This no doubt accounts for a great deal of the business we did. The season itself was no doubt responsible for some of it. It was cold and wet and people had to get in new fall shoes. I believe that a semi-annual opening week would be a very good thing getting the co-operation of the local newspapers and as much local advertising from the local merchants as possible. There is

(Continued on page 38)

Ingersoll Merchants Co-Operate in National Sh

Fall Styles
 Display of Autumn Footwear Styles
 at the R. NEILL Limited, Store

THE IMPORTANCE OF NATIONAL SHOES
 National Shoe Week
 SEPTEMBER 17 to 22
 special display of "Made in Canada"
 Fall Footwear
 INSPECTION INVITED
G.H. DEVINE
 1007-1009 BAY ST. W. TORONTO



National Shoe Week

September 17 to 22

The following Shoe Merchants of Victoria are co-operating with the leading Shoe Men of Canada in an effort to encourage greater interest by—

Canada in Canadian

and to that end will offer the reasons during the week you should wear

Canadian Shoes More of Them

- Wm. Cathca
- G. D. Ch
- King's Sh
- Maynard's
- Modern

SHOE WEEK

September 17 to 22
 You Need New Shoes Get Them Now

Buy Good Shoes
 WATERBURY & RISING LTD.
 21 King Street, Toronto

If You Wear Shoes National Shoe Week Is For You

September 17th to 22nd Devoted to the Interests of the Shoe Buying Public By Shoe Retailers

Winnipeg's National Shoe Week

As Naturally as National Campaign Is Supported Here Where Will You Go for Your Shoes for Fall?

Over Canada September 17 to 22 will be

SHOE WEEK

Shoe Week Dress Pumps
 Save your money by having a change in your wardrobe.
 \$3.95

Men's Dress Shoes
 \$6.50

Children's School Shoes
 \$3.95

Shoe Week Offerings
 Remember Next Week September 17th to 22nd is National Shoe Week

W. F. MUIRHEAD & CO.

SHOE WEEK SEPT. 17 to 22

National Shoe Week

Next Week, Sept. 17 -- 22
 A Stirring Week in Prospect

This store will show a wide and brilliant range of the world's finest shoes. Get interested people. Watch our Announcement on Friday

TELEGRAM
 TORONTO, SEPTEMBER 17, 1923

INFORMATION RECEIVED THROUGH DEPT. OF COMMERCE THAT GREAT REPRESENTATION WILL NATIONAL SHOE WEEK BE HELD IN TORONTO EXTENSIVELY IN ORDER TO MEET THE DEMAND FOR SHOES IN THE PROVINCE. NOW IN YOUR STORES COMING ALONG WITH THE LATEST APPROVED.

ROBERTO C. BULLDOG
 PRESIDENT NATIONAL ASSOCIATION

Reta
 WE
 Cornwall's Smartest Shoe and Hosiery Shops.

NATIONAL SHOE WEEK

September 17 to 22

National Shoe Week at Raven's Shoe Store

Get Your New Fall Shoes This Week
 Johnson's Big-Shoe House, Ltd.

"SHOE WEEK" OFFERINGS
 THIS IS NATIONAL SHOE WEEK

Dover's
 500 Pairs of Dress Shoes for Ladies
 \$6.00 \$7.00 \$8.00 \$5.50

Men's Bangor Oxfords
 \$7.50

National Shoe Week

SEPTEMBER 17 TO 22

BUY NOW AND SAVE MONEY
 \$4.65
 \$5.00 \$7.00 \$8.00 \$5.50
 \$7.50

Buy J. & T. Bell Shoes
 Dr. Reid Cushion Sole Shoe
 R. S. Brown

NATIONAL SHOE WEEK

September 17 to 22
 J. M. Begg & Co.

McDowall's Shoe Week Offerings

September 17 to 22

J. M. Begg & Co.

The Birrigan Prince for Shoes

NATIONAL SHOE WEEK
 Some of the many new attractive lines showing in the Ladies' Shoe Dept.

Duck SHOES for MEN
 \$5.85

Hosiery
 Hosiery for Boys

Rutledge & Jackson

Some of the Retail Advertising which appeared during Shoe Week

Advertising Suggestions

Practical Helps for the Ad. Writer

By The Advertising Service Department



No. 1

No. 1--Ladies' Shoe Ad.

This advertisement is to stress the importance of good shoes. Tell your readers that well shod feet are just as much a part of the well dressed woman, as the expensive and stylish hat. This type of advertisement makes a good follow up for "Shoe Week."

No. 2--Ladies' Shoe Ad.

An artistic design, placed to create a dignified feeling of refinement backed with a couple of good cuts, will influence a lot of your women customers. The appeal to that "well dressed feeling" often means sales from the people who like to be well dressed.



No. 2

No. 3--Men's Shoe Ad.

Talk quality, style, comfort and a good line of general arguments. Use good cuts, and one type face. The illustration at the top may be left out if so desired. Don't forget to mention prices.



No. 3

Advertising Suggestions

Practical Helps for the Ad. Writer

By The Advertising Service Department

No. 4--Trick Ad.

This is just a straight trick advertisement. Heavy and light face types have been juggled throughout the story until this effect was gained. Fix up a good story and tell it this way some day. It is sure to make the reader read your message.

No. 5--Ladies' Shoe Ad.

Here is another ladies' shoe ad. prepared along general lines. Use good cuts and mention prices. Write your copy to suit your own local conditions, such as fall fairs or something of that nature.

It Is Shoe Week,
Every Week With Us.

Blotter

Here is a follow up for Shoe Week in the shape of a letter size blotter. Play up the Shoe Week idea as your service the whole year around. Illustrate with a couple of good cuts and mail or deliver to the best prospects in your town.

OUR
Range of new
SHOES
for Fall and Winter

ARE
up to the minute. There is

NOT
one shoe that is

WORTH
greater mention than the other. Do your

BUYING

now
AT

\$7, \$8 & \$9

No. 4

**When Autumn Comes,
can the new**

Styles be far behind?

Price

Price

Price

No. 5

Show Cards For October Selling

*Feature Fall Models and Make
Two Special Window Trims,
One for Hallowe'en and One
With a Harvest Home Idea.*

IT will be well to feature the new things for fall and make a good display of the very best lines you have. The colors for October should be yellow and brown or black. These make very strong contrasts and make possible very attractive displays.

A very pretty display or rather setting for a window can be made with grains and fruits if one will go to just a little trouble to get the necessary supplies. Small corn stocks with the ears still attached, a few handfuls of wheat in the stock, and oats, or other grains, will do nicely for corner settings, while small pumpkins, squashes, and small fruits like apples, pears, etc., will work well for the fore ground.

It will be well not to use these in such great quantities that they will over balance the shoes on display. One should never lose sight of the fact that he is in the shoe business and no trim should dominate the window to such an extent that it will detract from the main object of a display which is to show the shoes.

A show card suitable for such a display can be made on a grey card and fruits or vegetables can be painted on the card or they can be cut out of paper and pasted on to the card. Some of these vegetables can be had in designs of crepe tissue paper and these can be cut out and pasted on to the card. The sample card has the design painted. The corner stalks are a corn color, and lined on one side with brown. The pumpkin is yellow and the squash are green, the color of a Hubbard variety. The outlining is all done in brown. While this design is very simple to execute it is very attractive. The lettering is done in brown and it should be noted that there is no great dis-

play in the lettering.

The Hallowe'en card is a very simple effect that can be easily accomplished. The old witch can be cut out of crepe tissue and pasted on to the card and the stars and moon and comet can be painted. The cat may also be found in the crepe tissue paper designs and cut out and pasted on, but the long tail will have to be painted. The lettering on this card is of the same style as the last mentioned. It is in black. This card will look well on yellow stock and all the painting in black. It is bound to attract attention for the colors yellow and black are very strong and the old witch on her broom always has an attractiveness about it that takes us back to our childhood.

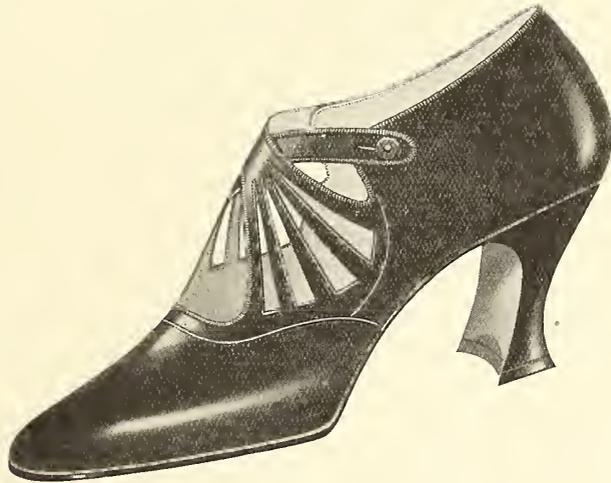
School shoes can be featured as well as children's shoes generally. For a display of boys' shoes the sample card offers a suggestion. This card is for a window of all boys' shoes. If there is one thing that interests parents who have to purchase shoes for their lads it is the fact that they will wear well. A good strong boy can go through a pair of shoes only too quickly and many parents complain that they have to have the youngsters shod so frequently. So this suggestion is timely and will interest parents. Most parents feel their boys are husky when it comes to wearing shoes-out. The small letters on this card are done in black and the word "Shoes", which is featured, should be in a bright color. Bright red or blue will be good to use for they are both bright and arrest the attention. It will be noted that these large letters are not shaded but have a little black on the top. The border and other lines are in grey.

With October there may be some rainy weather and roads may become quite muddy. A gentle suggestion about rubbers may result in the sale of these goods. The card is of that suggesting nature. The main word is "Rubbers" which is so much larger than the rest of the lettering that it stands out very prominently. If done in bright red or blue it will increase its attractiveness. The sample is in red and shaded in grey and tipped on top with black and the border and ornaments are in grey. The small letters are in black and are underlined with the same color as the border and scroll.



B

Onyx — Archgrip — Georgina
"Grips the Arch"



Turn Footwear for Evening Wear

"DELISLE" CROSS STRAP PUMP

Recommended in
Patent, Black Suede, Satin, Kid, Log Cabin, Beige and
Toast Brown Suede

Retails \$8.50, \$9.00, \$10.00

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

The Style Problem

*The Menace of Novelties—
Everybody Tired of Multiplicity
—A Way Out Suggested.*

HERE is not the least doubt that one of the most outstanding sources of trouble and loss to the shoe trade and particularly the retailer, has been the frequent changes and additions to styles in women's shoes. For a while there was a new batch of these "trade ticklers" almost every week.

Everybody is sick of excitement in the shoe business and there is a tendency towards conservatism that is reassuring. The following letter suggests a course that might appeal to both manufacturers and retailers and we would like to hear from the trade on the question:
Editor, Shoe and Leather Journal:

A great deal of the present stagnation in women's fine grade shoes can be traced to the lack of organized co-operation on the part of the eight or nine manufacturers of top grade women's shoes, with retailers in general.

Everybody knows that the style question in connection with women's fine shoes has done more to upset the shoe world than anything that has happened, including the great war, in many generations. Now, why is this the case? Simply and solely on account of the sudden over-night swinging of the style pendulum as exemplified in that aggressive army of pattern designers who have taken up their headquarters in Canada during the past two years and who persistently continue to offer their daily round of new suggestions regardless of the fact that Canadian manufacturers are "over patterned" to the limit.

We have all heard of the numberless dealers who have placed orders on the very "newest creations" only to find upon the arrival of the goods that they had received a beautiful new lot of "shelf warmers" because by that time the styles had changed. Is it any wonder then that dealers have been backward in regard to placing advance orders for women's fine shoes? (The men's trade is not affected in this manner, to any great extent).

Every dealer knows just how he individually has had to work out his own problem during the past several years and although, like the "game fish", he has continued to swim "up stream", it is not to be wondered at if he is getting a bit fed up over the extra and unnecessary efforts he is put to. Two years ago in January last, following a very poor placing season for spring, due to the luxury tax having caught the dealers long in high priced shoes and short of cash, two or three enterprising manufacturers of women's shoes decided to create an entire new line of special shoes, loaded to the brim with "style and pep" in order to stimulate and push for the business that had been backward in coming forward. These manufacturers landed a nice tidy number of orders at that time, but unfortunately they set the pace for one of the most disastrous style campaigns the Canadian trade has ever known. But—Someone will no doubt say that they had to do so on account of the epidemic spreading from the United States. I cannot admit that with a protec-

tion tariff of nearly 40% there is anything to that contention.

Could the manufacturers have realized just what a set back to good solid business methods the temporary success they attained at first, with their novelties, would lead to I feel sure they would have adopted a saner policy than that of endeavoring to emulate the daily papers' policy of a morning, noon, night and sporting extra Edition of shoe styles. We want snappy shoes in Canada that is proper and correct, but a country with a population of 8,000,000 odd does not require a different style for each and every one of its population. Think of the loss to manufacturers in discarded lasts, patterns, etc., and figure out the thousands upon thousands of dollars worth of merchandise sacrificed by retailers solely and purely on account of this over-indulgence in style creations.

And now the question naturally arises regarding when and where it is all going to end, and just in what way the shoe business is going to be reclaimed from its present chaotic condition. In my opinion it is the opportune moment for the few manufacturers of women's fine shoes (not over 10 in number) to get together, cut out all this orgy of new patterns, etc., and get down to a solid substantial policy of sane shoe making. Let them restore confidence amongst the retailers by printing an announcement along these lines in the trade journals as follows:

"We the undersigned manufacturers of women's fine shoes beg to announce that our travellers are now ready to offer for your inspection and immediate booking, our complete line of samples for spring 1924—

"In presenting our samples at this time we beg to state that by a unanimous agreement we have decided that our samples as now prepared for spring selling will not be added to in any shape or manner by the addition of new patterns, etc., until our next set of samples is prepared in May, 1924, for fall selling."

(Signed)

One can imagine with what relief an announcement of this sort would be received by the shoe retailers from Coast to Coast. It may require a lot of that material that "Tommy" Overseas used to sum up in 4 letters—G—ts, but the manufacturers who can show that they are big enough to take such a stand will be amply rewarded by the increased placing of orders by retailers who at the present moment are fed up over gambling in "style futures".

Self interest should cause the manufacturers to get together over this big question and settle it over night. It was started in that time. Will they do it or will it be necessary to tramp over the bodies of a still larger army of insolvent shoe dealers and manufacturers before a safe and sane movement is started? In my opinion the start must be made at the source—I may be 1,000 miles from the mark but I trust this letter will help to get a movement started that will cause general rejoicing amongst the retailers and manufacturers of Canada to say nothing of the energetic army of travellers who are patiently looking forward for a restoration of sane, safe, merchandising methods instead of the present hysterical conditions.

Sincerely yours,

Jas. T. Sutherland.

Kingston, Sept. 24/23.

FOURTH SEMI-ANNUAL EXAMINATION

For Retail Shoe Merchants and Shoe Salesmen

A Practical Test of Efficiency in Salesmanship open to all who sell Boots and Shoes. These are problems you may have to meet any day.

WHAT WOULD YOU DO?

EXAMINATION QUESTIONS.

1. If a customer brings in a pair of shoes purchased a week or two previously with the soles badly burned, claiming they were never near the fire and requesting another pair in exchange, what would you do?
2. If a customer pays a deposit on a pair of shoes and, in a day or so, when paying the balance claims the price quoted originally was a dollar less than that asked in settlement what would you do?
3. If a woman brings back a pair of grey buck shoes with grease spots on vamp, claiming they developed in the leather, how would you handle the matter?
4. You have a male customer who is fairly well to do and he insists on buying the same shoes every six months or so, how would you proceed to get him to enlarge his shoe ideals and needs?
5. When a customer is inclined to talk politics and is on the other side of the fence from you politically, how would you handle him so as to make the most out of this propensity?
6. How would you handle a woman who comes in to buy a certain shoe that she has seen on someone else—say a cross strap—and you have something you think will suit her better or as well?
7. If you have a fairly good range of style shoes what is the best way to side track people who come in asking for fads that your judgment has led you to pass up in buying?
8. When a customer says she saw the same shoe you are showing her in a departmental store catalogue at a dollar less, how do you handle her?
9. When a customer brings in a shoe for exchange that was bought at another store how do you meet the situation (a) if you have the same line in stock (b) if you have not?
10. When a man insists on a pair of light side leather shoes when you know that a good solidly made grain shoe will give him better service and satisfaction what course do you take?

CASH PRIZES.

<i>Highest Marks</i>	\$25.00
<i>Second Highest Marks</i>	\$15.00
<i>Third Highest Marks</i>	\$10.00

PASS WITH HONORS

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

OPEN TO ALL

While this competition is intended to encourage clerks to take an interest in salesmanship, it is open to proprietors as well as clerks, and whether they are subscribers to the SHOE and LEATHER JOURNAL or not. Marks will be given for practical ideas rather than for literary skill. It is the ideas that count. Never mind your style.

COMPETITION CLOSES DECEMBER 1st.

Competition will close Dec. 1st., and awards announced Dec. 15th. The Committee of Award will be three—two retailers and the Editor of the SHOE and LEATHER JOURNAL. Address all papers to:—

Salesmanship Department,
SHOE AND LEATHER JOURNAL,
545 King Street, West, TORONTO.

**DORIS PATTERN**

A Wos. McKay cross strap two button cut out pattern, 16 8 half Louis heel, made in suede and combinations.

STYLE, QUALITY and VALUE

Are the dominating features of McCAUGHAN'S RANGE for the coming season.

Their attractiveness and low price, quality considered, create that valuable buying spirit wherever they are shown.

Increase your turnover by featuring McCaughan's Footwear.

J. A. McCAUGHAN & SON

390 PAPINEAU AVE.

MONTREAL

Be Prepared For The **HOCKEY SHOE TRADE**

Now is the time for dealers to look ahead and provide for their stock of that best selling of all Winter lines—Samson Hockey Shoes. The many skaters and hockeyists in every community will be among your best customers if you meet their demands with these improved correct fitting, long wearing hockey shoes.

Samson Staple Lines offer Shoe Buyers the strongest features of value and reliable quality.



A complete line of McKays

A leading line of Heavy Staples

Unequaled Hockey & Football Boots

J. E. Samson, Enr.

20 Arago St.

QUEBEC.

The National Slogan Contest

THE entries in the contest held during the past summer months by the Shoe and Leather Journal for a national slogan for the shoe trade have not quite covered the ground or met the qualifications set out by the Slogan Editor in the rules.

The entries received up to the closing date, nearly one hundred as listed below, are splendid and have brought to light some worthwhile slogans. Three judges, after an exhaustive study, individually and collectively, decided, however, that a Slogan to measure up to specifications as a national slogan for the tanner, manufacturer, jobber, and retailer had not been entered.

Amongst those sent in there are some very telling slogans, excellent for individual stores, but not suitable for the use of the entire trade. The rules as empanelled on this page, are repeated from one of our past issues, and state clearly the demands of the slogan. The judges, believing that the contestants can do a little better, have authorized the reprinting of the rules and have advised that the competition be extended until the November 15th issue. All entries received to date are printed on the following page with a number, and if contestants desire to make amendments to their slogans already submitted, they are welcome to do so, by just quoting their slogan number and changes. New entries will also be received from either contestants already entered, or anyone desiring to submit slogans that have not done so to date. As an incentive to a better slogan, the judges have ruled that the second prize of \$10.00 be cancelled, and added to the first prize of \$15.00, making one first prize of \$25.00. All those who wish to compete are requested to re-read the rules carefully, decide on a slogan that refers to shoes in such a way as to be applicable to the whole trade from coast to coast, and to submit their entries, each one on a separate piece of paper to the Slogan Editor, Shoe and Leather Journal, 545 King St. W., Toronto, Ont., on or before November 15th., 1923.

ENTRIES IN SLOGAN COMPETITION.

1. "Wear without End."
2. The "Sole of honor"—A good shoe.
3. Put your feet on "Easy Street."
4. A true fit makes you fit.
5. Always "Fit".
6. "You never rue a good shoe."
7. "Good feet defy defeat."
8. "Save your feet and you save all."
9. "Save your feet and you save your sole."
10. "The nation's foothold"—Good shoes.
11. Good feet—"Reason"—Good shoes.
12. "Save your feet and you save your head."
13. "Good shoes are a treat. Be good to your feet."
14. "Nothing like leather, when well put together."
15. "Give your feet a treat."
16. Good shoes—Their only rival—Good feet.
17. Good feet—"There's a reason" Good shoes.
18. "Be kind to your feet."
19. "Good shoes! Why not?"
20. "Perfect shoes make perfect feet."
21. Our Feet is to Fit Feet.
22. The proof of the boot is in the wearing.
23. Soles for sole attached to leather uppers.
24. Good shoes are Feet's salvation.
25. A fit for every foot.
26. Appearance and durability in our Footwear.
27. Made of Leather to stand bad weather.

\$15.00 FOR A SLOGAN

The shoe trade should have and could use a national slogan as effectively as any other industry. A slogan, short and to the point, that could be used by the tanners, manufacturers, wholesalers and retailers from Halifax to Vancouver. The slogan the trade wants is something short with a swing to it. It should create the desire to own shoes and more shoes, to increase the per capita consumption, thereby enlarging the yearly volume of sales. If the per capita consumption could be raised to five pairs it would be a splendid increase in business for the whole industry. One of the best ways to attain this objective is to keep before the public a national slogan, hammering at the advantages of good shoes at all times. The slogan of the Paint and Varnish Association "Save the surface and you save all" has sold gallons and gallons of paint and varnish, that under ordinary circumstances would never have been sold. "Say it with Flowers" has built up a wonderful sales increase for the florists just because picking on the one idea they drove it home for Keeps. One cannot think of flowers or paint without thinking of their trade slogans. It should be the same with the shoe trade. The individual slogan for each shoe retailer is not going to do much for him while a national one in every store, and each one backing the other one up, will do wonders.

The Shoe and Leather Journal is willing to offer 2 prizes for the 2 best national slogans, suitable for the purposes expressed above. First prize \$15.00, second prize \$10.00. The contest will close September 1st., 1923. Send as many attempts as you like, but keep each one on a separate piece of paper, the slogan on one side, and your name and address on the back. Send all replies to the "Slogan Editor", Shoe and Leather Journal, 545 King St. West, Toronto.

28. There's nothing like leather, when well put together, for all kinds of weather.
29. Empty shoes ready for tenants.
30. Style and comfort for tired feet.
31. Save your feet, buy an extra pair of shoes.
32. Wear quality shoes that fit, and preserve your feet.
33. Buy your shoes from a reliable store and you will get reliable shoes.
34. Wear shoes of quality that fit your feet properly.
35. Shoes wear longer when they fit your feet.
36. Shoes that Fit your feet are the kind to buy, and the cheapest in the long run to try.
37. When choosing footwear use your head.
38. Dress effect is lost if the shoes are shabby.
39. Shoes talk.
40. Note the Foot Print.
41. Watch your Shoes.
42. Fit good shoes right, and the world looks bright.
43. Good shoes fit right makes the world look bright.
44. There is nothing like leather when well put together.
45. There is nothing like leather to stand any weather.
46. There is nothing like leather.
47. There is nothing like leather. There is only one thing in the world to beat it—"The Hammer."
48. Our shoes wear like a Pig's nose, and turn water like a duck's back.
49. Keep the Feet Fit, and you will be fit.
50. Good shoes will save your sole.
51. The Greatest Victories! Are won on the Feet.
52. Stand up for Canadian Shoes—Hurrah, Nothing like leather to wear and shine.
54. Buy best in shoes and shine.

PACKARD'S Goodyear Welt CUSHION AND STRAIGHT WELT SHOES

For Infants, Children, Misses, and Little Gents
Our Travellers are now on the Road with a Full Range of Samples

We are proud of our line of Shoes. You will be proud to show them

THEY ARE TRADE WINNERS

DON'T FAIL TO SEE OUR SAMPLES — PRICES ARE RIGHT

The Trade Will Be Looked After By The Following Salesmen, viz.

MARITIME PROVINCES A. W. GARDNER	QUEBEC CITY & LOWER PORTS J. B. CROCHIER	EASTERN TOWNSHIPS JAS. LEDDY	EASTERN ONTARIO WM. DALTON
WESTERN ONTARIO R. J. McALLISTER	MANITOBA & WESTERN PROVINCES G. F. WADSWORTH & C. S. PACE		
CITY OF MONTREAL, R. WADEY & LEO DUBREUIL			

L. H. PACKARD & Co., Limited

15 St. Antoine St. - - - Montreal

COLLIS CALF

**"The Name
Of a Shoe"**

Distinctive Shoes for men and women are known to the public by their trade name. A man no longer asks merely for a pair of shoes, stating only the size he desires. He asks for a shoe by a name upon which he relies for service, quality and dependability.

The shoe manufacturer must consistently retain these features in his product, or a disillusioned public soon forgets his trade name.

COLLIS CALF GRAIN LEATHERS

AND

COLLIS SUEDE, BRILLIANT BLACK

have solved the problem for makers of high grade shoes in Canada for a number of years, and may be found in the most of the footwear best known to, and relied upon by a critical public.

Produced in all weights and grades, in colors popularized by a demand for an upper leather of character and economical value.

The Collis Leather Co., Ltd.

Aurora

Ontario

55. Nature will tell you whether you should wear shoes of leather.
56. Shoes should be our sole consideration.
57. Shoes contain our soles and command respect.
58. Shoes reflect the character of the wearer.
59. Good shoes make good impressions on their wearers.
60. Good shoes are cheapest and make better impressions of the wearer.
61. Your shoes are seen by others while you are not looking at them.
62. Shoes reflect character of the wearer as much as clothing.
63. Values.
64. Treat the Feet.
65. Auto wear more Shoes and Auto less.
66. You "Need" another pair.
67. Spend it for shoes. "They satisfy."
68. "Friends for Your Feet."
69. Keep your feet neat.
70. Buy correct footwear for the Occasion.
71. There's a shoe for every Occasion.
72. Neat footwear for the Occasion.
73. An Everyday Pleasure Means Wearing good Shoes.
74. When you buy shoes, buy quality as well as comfort.
75. Buy the best, the cheapest in the end.
76. Shoes of quality that fit are a blessing.
77. The good shoe that fits is an asset.
78. Comfort in your boots enhances contentment.
79. Protect the feet,—it preserves the body.
80. Don't get left, Buy right shoes. Canadian made shoes are always right.
81. Wear shoes of quality, Fitting neat. This will assuredly save your feet.
82. There's nothing like leather, but the hammer beats it. Canadian made shoes are all Hammers.
83. Good shoes save foot wear. Canadian made shoes are just a little better.
84. Your happiness lies in your feet. Canadian made shoes insure happiness.
85. The way to health is the Road to Wealth. Walk more.
86. No kicks with Canadian shoes.
87. Canadian shoes excel.
88. Canadians—Buy Canadian Shoes. They excel.
89. Buy Canadian Shoes for quality.
90. Wear good shoes—Your Sole protection.
91. A gift for yourself.
92. Buy good shoes—Walk to health.
93. Service Shoes for all.
94. Health via Shoes.
95. "Be at Peace with your feet, and the World."

THE NATIONAL SHOE WEEK

(Continued from page 27)

no question but that advertising is like coal. It has force and if properly directed is bound to give results."

A Nova Scotia man:—

"As a future seasonal feature Shoe Week can be made a permanent fixture with the public, but once a year is all that we believe can be gotten out of it."

Another Eastern dealer:—

"I do not think the immediate result was as great as expected, but it may have a farther reaching effect. As far as our district is concerned we feel it was put across as well as in any district even if we got under way at a late date, and again I say I think it will have better future results than immediate, although we had a fair average trade during the week."

A Western Ontario man says:—

"I think we should continue the effort."

An Ottawa dealer:—

"It is hard to estimate the effect. This first attempt must be considered as a missionary effort. It can be developed.

"The cards were used in all the windows, and a page of joint advertising was used. Business was good all week."

A Peterboro dealer:—

"I think it brought shoes more to the minds of the people and made them think that shoes counted in Fall wearing apparel. We featured window displays of fall goods with cards, etc., also newspaper display. Like all advertising, it is hard to state results.

"Think a semi-annual opening week in September and April good, but should emphasize that it is an opening week as well as National Shoe Week."

A Hamilton dealer reports:—

"Fair increase in business. Idea of semi-annual week good. Would consider going in on it."

A London dealer says:—

"We experienced an increase in business for this week of over 25% over the same week a year ago. Our opinion is that this 'Shoe Week' will develop each time. While we have no definite reason for believing that 'Shoe Week' made the increase in business still we believe it deserves some credit.

"The shoe merchants of the city united their advertisements on one page of the daily paper and the paper gave shoe week a feature write up.

"We believe that fall business has just got off to a good start and the indications are for good business from now on.

"We would like to see the week continued twice a year and are sure that it would develop in this way into something well worth while."

POPULAR FIGURE IN RETAIL SHOE TRADE LEAVING FOR THE WEST.

Mr. N. A. Smythe, the genial and popular shoe buyer who for the past ten years has been manager of the Royal Shoe Company Limited, Toronto, is leaving shortly for the West to cover British Columbia, and Alberta for The Talbot Shoe Company of St. Thomas. He will also carry the Famous Hikers' line.



To the many friends he made, will come only regrets that he is going away, but the keen business judgment and general good fellowship that made him so popular among those whom he associated with in the East will do much towards assuring him success in his new venture and our Western brothers will, we are sure give him the welcome he deserves—We, in the East, say "Au revoir and Good Luck", and those in the West we are sure, will give him the greeting he deserves.

WHAT'S WRONG WITH BAG, CASE AND STRAP LEATHER PRICES?

Coincident with the usual early summer quietness in the bag, case and strap leather markets this season was a somewhat impressive reaction in packer hide prices which momentarily threatened to depreciate bag and case leather prices. This, attended by broadcasted offerings and reports of large sales of luggage leather of a nondescript quality at ridiculous prices, did much towards temporarily crystalizing in the minds of manufacturers the opinion that they were more than justified in making unreasonable commands on tanners. The fact that there was a parity of values between character of hides which sold at the year's lowest figure and the quality of the leather that was liquidated during this semi-annual inventory period is seldom reckoned out by the leather buyers with equality of justice in mind for the tanner's position. Poor season hides must yield a poorer quality leather than the established standard. Manufacturers of luggage are not content to use leather of this character in their better season offerings, and consequently the leading producers are sent into the market to compete in the up-bidding for stock of better "take-off." This has already resulted in sending prices up again, close to their former levels for stocks that is first beginning to show a real improvement in the quality of slaughter and from which the best leather of the year will be manufactured. The tanners' problems are many and those all more or less uncertain. Unlike the manufacturer, he purchases raw stock of no guaranteed standard of quality, but must produce therefrom a product of recognized value in order to insure its sale. Added to this to-day is the increased cost of manufacturing and merchandising his product which eliminates all established pre-war price precedents.

As compared to pre-war prices hides are lower and leather higher. This, however, is offset by the statistical fact that it cost only 6c. per foot to tan and finish a foot of bag and case leather in 1914, whereas to-day the average cost is calculated at 11 to 12c. per foot, exclusive of merchandising which has since increased proportionately. This is borne out by figures relating to the tanning industry taken from the 1921 Biennial Census of Manufacturers recently issued at Washington:

	1921	1919	1914
Establishments	608	647	672
Persons engaged.....	53,992	79,292	60,780
Salaries and wages	\$71,139,000	\$108,384,000	\$39,291,000
Value of products	383,365,000	928,592,000	367,202,000

While these cover the entire tanning industry the tanners of bag and case leather share no different fate than those at large. A close observance of 1921 hide and leather prices, together with production costs, compared to pre-war conditions and those prevailing to-day, offers plausible explanation for the present stand taken by tanners. And 1921 was a year of adversities from which the tanning industry has not yet fully emerged.—Shoe and Leather Reporter.

GETTY & SCOTT LTD. VICTORIA SHOE CO.

An announcement of interest to the trade is embodied in a letter sent out by Messrs. Getty and Scott, Limited, of Galt, Ontario, as follows:—

We wish to announce an important change in the selling policy of our Company. This firm have long been known as manufacturers of juvenile footwear. We pro-

pose in future to devote our efforts more exclusively to the production of this class of product.

The women's lines have become a most important factor in our business. So much so, that we feel the necessity of a more specialized effort in their production and sale. With this object in view, we have arranged the transfer of our women's shoes to the Victoria Shoe Company, Galt, Ontario.

Their salesmen will be on the road with a new line of samples in a short time. In your territory, the Victoria Shoe Company's representative will be Mr. Geo. P. Fry, who is doubtless well known to you.

It is the ambition of the new Company to submit for your approval, the most attractive line of women's footwear at popular prices, ever shown in this country.

BEARDMORE INC.

Beardmore & Co. have opened selling offices in Boston, at 37 Lincoln St., forming a company under the name of Beardmore Inc. Mr. A. S. Martin, who formerly represented the Company in the Maritime Provinces has charge of the Boston office. Mr. George Wiman, who covered Eastern Ontario, extends his territory to the Maritimes. The new development gives Beardmore & Co. direct selling representation in Boston, St. Louis, and Nashville.

SELLING MORE SHOES.

Speaking before the Northwestern Shoe Retailers' Association, Mr. George Nichols said:—

"The question which confronts us to-day is one as to how we can sell more shoes. The plan which will bring this about must be sound and must be to the interest of every one from tanner to consumer. In cultivation of the idea of shoes for the occasion lies a solution of the problem.

"We must take steps to create the opportunity of selling one or two more pairs a year to every possible person from the correct attire viewpoint. We must emphasize that there are shoe types which are correct for every conceivable occasion and that such shoes should be worn by those wishing to be correctly attired. There is too much hit and miss selling to-day. By the use of educational methods this can be corrected. A well thought out style plan compiled on charts for display by shoe retailers for the information, both of their salesmen and their customers, is a method which will bring results if attacked from a national viewpoint. National publicity is necessary. The campaign must be carried on through the medium of the women's journals in the same manner that other crafts have carried on educational campaigns. I am confident the trade is ready for such a move. The craft must give the consumer a new viewpoint. It must show the consumer that there is not only a correct shoe for every occasion but that to be correctly attired leather footwear is necessary. Goloshes have sold too largely in many sections of the country to the detriment of leather shoes.

"There is a place for goloshes, but they belong in the utility rather than the style classification. A concerted campaign by the shoe trades with a view to pointing out the proper shoe for every occasion with emphasis upon the types of footwear which enter into the style factor will inevitably result in the sale of more pairs of leather footwear. An added one pair a customer at the nominal price of \$5 in Duluth alone would amount to over half a million dollars added business annually.

Among The Shoe Men



Mr. F. J. Whitby, of Midland, was recently married to his partner's daughter, Miss Alice Storey.

The Norfolk Shoe Co., Limited, officially opened their new plant with an elaborate ball and reception.

Mr. Lucien Borne, of Lucien Borne Ltd., Quebec City, was a recent visitor to Montreal on business.

Mr. C. Weaver, Trenton, Ont., spent some time on business lately in Montreal.

Mr. J. S. Townsend, of Hamilton, Ont., was recently in Montreal, on business.

Mr. William Hayes, Peterboro's oldest resident and shoemaker, died recently in his ninety-ninth year.

Mr. Frank L. Springstead is representing Blachford Shoe Mfg. Co. Ltd., in Montreal, Quebec Province, and the Maritime Provinces.

Begg and Co., of Hamilton, have added a full line of men's furnishings, and to gain additional space, they have decided to close out their men's shoe department.

Mr. W. G. Sears, president, and Mr. Hartley Aspden, director, of the Trueform Boot Co., Northampton, England, visited Toronto and Montreal recently. This concern owns 165 retail shoe stores in Great Britain for which it makes.

Ames, Holden, McCreedy Co. Ltd., report a decided improvement in business. Orders are coming well and they are quite optimistic as to the future.

Mr. A. W. Thompson, general sales manager, with headquarters in Montreal, who has supervision of sales, is well known owing to his long connection with the shoe trade, having been in charge of the firm's interests in Western Canada, afterwards being transferred to Toronto to care for the company business in Ontario.

The following gentlemen are acting in the capacity of divisional managers: Mr. N. M. Lynn, four Western Provinces, with headquarters in Winnipeg. Mr. S. C. Mitchell, Ontario and Quebec Provinces, headquarters in Montreal. Mr. W. M. Angus, Maritime Provinces, with office in St. John, N.B.

The many friends of Mr. Robert J. G. Gore, who was manager of the Surpass Shoe Co., Ltd., Quebec City, were shocked to hear on Thursday morning, September 20th., that he had been asphyxiated during the previous night. The late Mr. Gore was one of the most popular shoemen in the Ancient Capital, having for years been connected with the industry in various capacities.

Clark Bros., St. Stephens, N.B., inform us that Mr. John J. Duggan, who has been handling their line in the Province of Quebec and the Maritime Provinces, has taken over the Western territory formerly handled by Mr. R. L. Savage, and that Mr. Robert Wall will handle the Province of Quebec, and Mr. H. A. Collins, the Maritime Provinces.

Mr. S. Arthur Bell, of Blachford Shoe Mfg. Co. Ltd., is at the Royal Alexandra Hotel, Winnipeg, with his new range of spring samples.

Mr. F. B. Hull, of the Arrow Shoe Co., Montreal, had a sample room at the King Edward Hotel, Toronto, recently.

Mr. D. W. Leonard, of Dupont and Frere, recently met many members of the trade at his King Edward Hotel sample room, in Toronto.

Mr. Thomas McCammon for upwards of sixty years a resident of Paris, Ontario, died there recently in his eightieth year. Mr. McCammon was a shoemaker but retired some five years ago.

Mr. Chas. A. Blachford, of Blachford Shoe Mfg. Co. Ltd., has just returned after spending several days in Montreal, Boston and Rochester.

Mr. B. F. Ackerman, of B. F. Ackerman and Sons Co., Peterboro, called at the Ed. R. Lewis Leather Co., during his last visit to Toronto.

Mr. Ed. R. Lewis called on his many friends in the trade around Western Ontario lately.

Mr. D. R. Hawley, of Getty and Scott, Limited, Galt, was a recent Toronto visitor.

Mr. J. E. Knott, of the Victoria Shoe Co., Galt, displayed his samples at the King Edward Hotel, Toronto, a few days ago.

Mr. Geo. May, of Geo. May and Sons, Ottawa, was in the Queen City for a short business visit last month.

Mr. W. H. Brimblecombe, of Blachford Shoe Mfg. Co. Ltd., has been looking over the leather market in the New England States.

Mr. A. G. Barbery, is representing Talbot and Hiker Shoes in the Maritime Provinces, with headquarters in St. John, N.B.

Mr. A. E. MacKay is opening a new shoe store in the building formerly occupied by Mr. Harvey Thompson, on Main St., Westville.

MORE FISH!

Mr. Geo. H. Ferguson, representative for the Perth Shoe Co., Perth, Newport Shoe Co., Toronto, and the Talbot Shoe Co., St. Thomas, recently en-

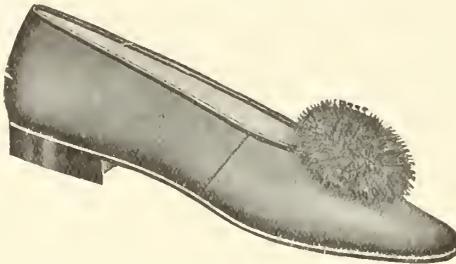


joyed a few days fishing at Howe Sound, B.C., accompanied by his nieces, Misses Nancy and Betty Chillis. The catch shown is the result of an hour's fishing.



Everett Slippers

Made in Black and Brown, India or Dongola Kid with a flexible McKay Sole, Foxed or Plain.



Boudoir Slippers

In Felts, Patent, Suede, India and Dongola Kid or any combination of leathers or colors with Spring or Rubber Heels. Prompt Delivery on these lines.

Jobbing trade a specialty

B & M. SHOE & SLIPPER CO., Ltd.
126-128 GARDEN AVE. - TORONTO.



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. Inc.

New York

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

THE PASSING OF JAMES JUPP.

On September 25th. last, there passed peacefully away one of the oldest, best known and most highly esteemed of Toronto's retail shoe men in the person of Mr. James Jupp. Mr. Jupp came to Toronto some fifty years ago from Horsham, England, and was salesman in the establishments of the late D. C. Forbes and J. B. Thompson and Co., at the market, and for fifteen years he was a well known figure in that district. He started business for himself at 510 Queen St. East, in 1887, conducting the enterprise alone until 1898, when his son James W. joined him and the concern became known as Jas. Jupp and Son. He retired in 1915, at the age of seventy and left the business to younger hands.



The late Mr. Jupp was a man of sterling character and conducted his business on the highest lines, moral and practical, instituting profit sharing schemes for employees and early closing and establishing relations with customers that gave the store a wide steady patronage. He was amongst the first subscribers of the Shoe and Leather Journal, and always been deeply interested in the problems of the shoe trade.

The large assemblage of friends and business acquaintances who filled St. Matthews' Anglican Church was a tribute to his worth and his honorable and successful career. The shoe trade was well represented in its various branches. The pall bearers were six grandsons and the remains were conveyed to St. John's Cemetery, Norway. The late Mr. Jupp was in his seventy-ninth year and is survived by his widow, two sons and a daughter.

A. DAVIS TANNERY SUFFERS FIRE LOSS.

The shipping and store rooms at the plant of A. Davis and Son, Limited, tanners, of Kingston, Ont., were recently destroyed by fire. A large quantity of finished leather and tan bark was completely destroyed to the value of over \$100,000. The fire will not interfere with the work of production which goes on as usual and the burned building will be rebuilt at once. The damage is fully covered by insurance.

A New Development In Shoemaking

THE natural evolution of shoes from the old days, through the periods characterized by the development of the Blake (or McKay), Goodyear welt, and turned shoes, led to the invention of what has lately been recognized as a standard type of shoe, called the Wilson Sewed shoe. A description of this process should be of wide interest to the Canadian trade, so we are glad to quote information furnished to us by Mr. H. Lyman Armes, Vice-President of the Wilson Process Inc., of New York.

"Only a general outline of the process may be given in this article. Specific directions are superfluous also because, in the main, the process follows regular shoemaking methods with deviation only in detail measurements and the combination and sequence of familiar operations.

"The Wilson Sewed shoe is a straight-lasted shoe which allows the lining to be fitted closely to the last so as to perform its proper function of supporting the foot and permits the use of any standard non-softening toe-stiffener. It therefor retains its shape and does not break down at the toe when worn under overshoes or when 'caught in the rain'.

"They may be made with welt lasts, turn lasts, or metal-bottom McKay lasts. Toe-plated wood-bottom lasts are best.

"Good insoles are the foundation of all durable and serviceable footwear—and in this feature Wilson Sewed shoes pay tribute to that old saying of the trade that 'a shoe is as good as its insole'. The elimination of both tacks and waxed stitches under the wearer's foot is made possible by channeling the insoles for Wilson Sewed shoes on both upper and lower sides. Consequently the Wilson Sewed mark on the sole of a shoe is a practical guarantee that the insole within is of good quality, durable, dependable and of flexible split leather stock. The necessity for double channels bars all cheap pasted insoles from this type of shoe.

"Figure 1—shows a cross-section of one of these

insoles indicating the positions of the channels, so arranged that they do not weaken the stock because there is always a distance between their deepest points equal to the full thickness of the insole. When the channel-lip on the side next the foot is opened flat it provides a slight shoulder which assists the operator to do accurate, even, and rapid stitching.

"Figure 2—The upper or next-the-foot side of the insole with the channel-lip open. After the sole-stitching is completed this cemented channel-lip is closed or turned back to its original position to cover the waxed stitches, producing an insole surface which is as smooth and free from stitches next the foot as the insole of a welt.

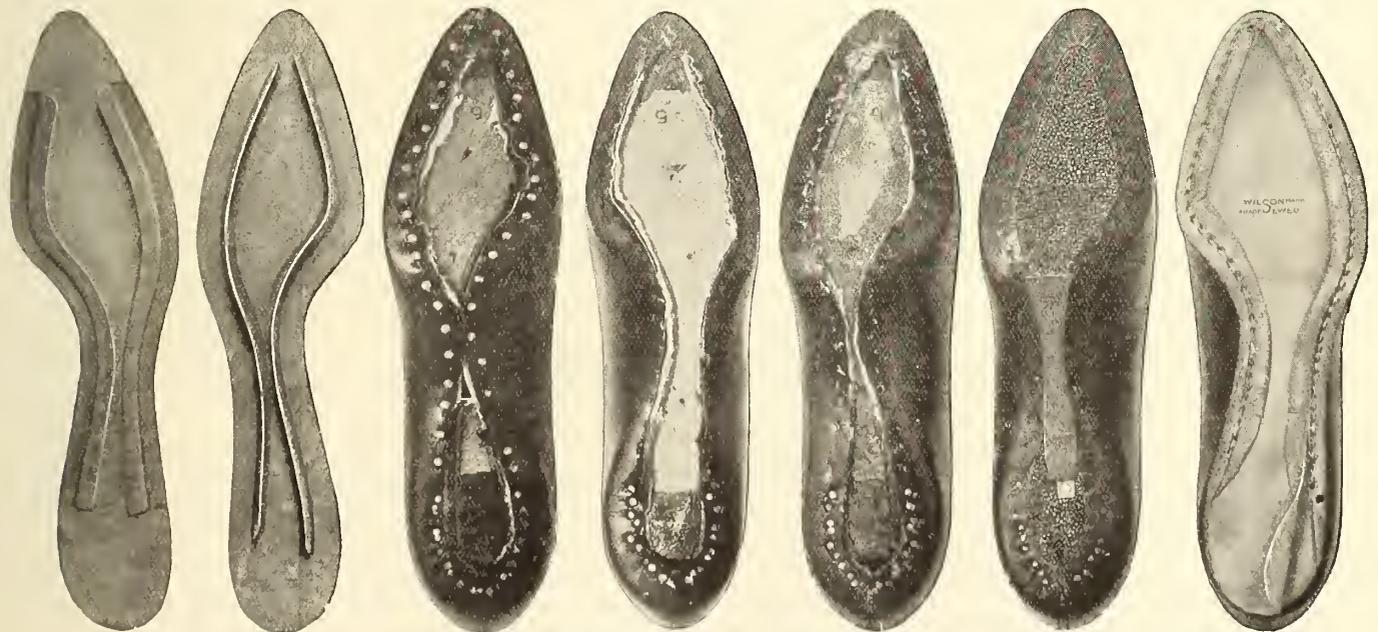
"Figure 3—The under or outsole side of the insole. To the lip of this channel the upper and lining materials are securely fastened after the lasting operation in the same manner used in welt construction. This makes possible the pulling of all lasting tacks. Thus both tacks and waxed stitches next the foot are eliminated by shoes made by the Wilson method.

"Figure 4—A Wilson Sewed shoe photographed just after the lasting operation. Just as in the making of Goodyear welts, these tacks are driven only part way in to fasten upper to insole and last temporarily.

"Figure 5—Tightly lasted and tackless—a shoe after the temporary lasting tacks have been removed. Both upper and lining have been super-lasted even more snugly to the last by the process of securely fastening them to the lip of the channel on the under side of the insole. Note that the channel is still open.

"Figure 6—The same channel closed. Cement has been brushed into the channel. The photograph shows the shoe after this channel has been closed and beaten down neatly and quickly by one of the two special Wilson machines used in making Wilson Sewed shoes.

"Figure 7—Damp-proof, resilient filler. This particular manufacturer preferred filler of the ground cork and cement type. It is laid thinly, just enough to level even with upper stock. The shank is laid and the shoe is now ready to have the sole laid and stitched. A through-and-through seam of short stitches (5-8 to the inch depending on grade of shoe and quality of stock) passes close to the edge of the shoe through outsole, upper, lining and insole. The interesting



The Evolution of a Wilson-Sewed Shoe

thing about this photograph is that it shows a wide margin of upper (5/16ths of an inch actual measure) between the edge of the upper-stock and the sole-stitch seam. This prevents ripping and guards against even the most careless trimming. This margin to hold the stitches is especially useful in the shank of fabric shoes where the strain comes on the bias.

"Figure 8—The Wilson Sewed sole. Photograph of a shoe just after sole-stitching and before the outsole-channel is laid to cover the stitches. Just as the channel-lip in this picture covers the stitches on the outside, so the lip on the inside of the insole protects the foot by covering the stitches on the inside of the shoe. Special measurements for making insole and outsole patterns bring the outsole channel-groove in which the stitches are placed directly over the middle of the stitch-covering channel on the inside of the shoe as the operator holds it on the horn of a Richardson or McKay stitchee, the horn following the shoulder formed by the turned-back leaf of the open channel.

"Because there are no lasting tacks, the sole-stitching may be done with a fine short stitch using a No. 3 needle with a No. 4 cotton barb and a sturdy 6-cord thread. This pulls 12 cords of thread, hot-waxed, through a small, tight needle-hole, filling the hole watertight and setting the threads so firmly that they hold peg-fashion even after the loops of the stitches are worn off.

"The bottoms are leveled in the regular manner and the further steps of attaching the heel and bottom finishing are the same as in other types of shoes up to the stamping of the Wilson Sewed mark on the sole.

"Therefore the Wilson Sewed type of shoe means a flexible, durable, and comfortable type of tackless high-style shoe which many manufacturers here and abroad deem worthy of being the style-sister of the sturdy welt—for it is style, nowadays, that sells shoes to women and the inherent ability to retain that stylishness and shapeliness which sells them again and again from the same store and factory."

Side next to foot.



Figure 1—Cross-section of Insole.

Note the upper and lower channels. These channels are gauged and cut so that there is always a distance equal to the full thickness of the insole between the

deepest points of the channel-cuts. The lip of the upper channel is closed to cover the sole-stitch seam. The lasted upper is fastened to the lip of the lower channel.

OPEN NEW PLANT.

The new factory of the Norfolk Shoe Co. Limited, was recently opened to the public for the first time. A public reception and dance were held under the auspices of the Tillsonburg Tennis Club, and as a result of their efforts the capacity of the building was taxed to the limit, the attendance running up into the hundreds and being largely augmented by scores of visitors from Simcoe, Brantford, Woodstock, Ingersoll, Aylmer, St. Thomas and other districts, towns and cities. Country folks responded in large numbers. And such a night of revelry and song with the up-to-date waltzes and two-steps intermingled with the good old square dances that grandmother used to dance. No one in that gathering had a better time than the enterprising president, Mr. L. C. Van Geel. The dancing took place on the ground floor of the factory, which was tastefully decorated in red, white and blue, with a fine large woven sign in the east end bearing the words, "Welcome to Tillsonburg."

WESTERN CONDITIONS.

Mr. John Myles, general manager of the Columbus Rubber Company, has just returned from a business trip to the Coast. He reports conditions as very considerably improved since the beginning of the year. Even British Columbia is showing encouraging recuperation and the "bumper" crop of the West has created increased confidence everywhere. He says that in Southern Alberta the results this year are particularly gratifying and Saskatchewan while not showing perhaps as good results will realize a good crop yield. Manitoba has fallen behind the other provinces somewhat but is holding up her end of the stick in a business way. The principal centres of Western Canada all give evidence of a more hopeful spirit. Everybody is hoping for colder weather and snow to put the shoe business on its feet.

Mr. W. A. Smyth is representing Talbot and Hiker Shoes in Alberta and British Columbia and Hikers in Manitoba and Saskatchewan.

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex." We advise making reservations.

J. J. McCarthy, Pres. T. A. McCarthy, Tres.
 Telephone Liberty 3520 Cable Address ESSEXO

THE ESSEX HOTEL COMPANY
 BOSTON, MASS.

The Shoe Repair Man

The Shoe Repairer And Shoes

A RECENT visitor to a number of American cities reports a situation somewhat different to that which we see here in Canada. The repairer in Canadian cities, even on the main streets, he tells us, while he has gone in for corrective appliances, findings, etc., and dresses his windows regularly and attractively, is generally satisfied to let it go at that. One notes in American cities—first, that the "Repairs-while-you-wait" sign is very prominently displayed, and every effort made to assure the customer's comfort while he does wait. Whether that should be encouraged or not is a debatable question. Perhaps it is a condition that has come to stay. If so, it cannot be avoided or stopped. The other point noted was that, while the shop was primarily a repair shop, with the line of machines close to the door, and in full view, the window display contained as well as findings, or samples of unfinished and finished work, a variety of shoes for men and women. This is particularly so in the high rent district. The inference is that the repairman, in his effort to get volume, and in the face of low repair prices, has put in a stock of shoes.

In Canada, as in the United States, we have more retail shoe stores than are needed to handle the trade. In that business, as in the repair trade, it has become a case of the survival of the fittest. New men are entering the business every day, however, hoping to be some of the survivors. And if they are better merchants than those already in the business, they will eventually take the places of some of the weaker dealers.

From the repairman's standpoint if it is right for the shoe dealer to have a repair department, it is right for the repair man to handle shoes. One activity or the other, however, must be subordinated. The shoe dealer runs his repair department as a side line, a means of getting volume and giving service. Apparently that is the idea in the minds of the repairers who handle shoes. No attempt is made to carry a full line, or a large stock. Shoe retailing has become an art, which cannot be handled as a side line except for certain classes and types of shoes. But it may be that here and there a repairman can serve his customers and community with shoes more efficiently than any one else. If that is the case, he is justified in doing it.

We pass these ideas on from our friend for what they are worth. We are all looking for volume-producing ideas. Maybe this is one.

How One Man Did It

A RECENT issue of Printers' Ink contains the story of how one custom shoemaker by the name of McNiff made the repair business pay good dividends. It is a well known fact that the old-time, expert shoemaker, working slowly by hand, every inch a crafts-

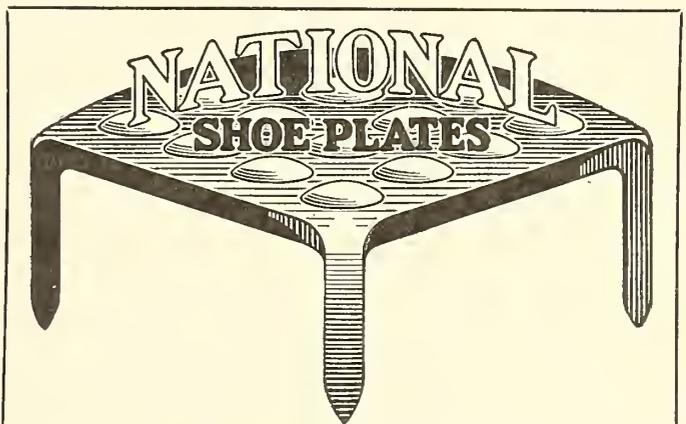
man, is all but extinct. Factories, specialization and standardization in production and selling methods have left him far to the rear of the procession.

The question of securing new shoemakers capable of high grade workmanship, becomes harder to answer every year. Boys to serve the apprentice period are hard to obtain, the factory job with its specializations looks easier and promises just as much in the end.

Confronted, says Printers' Ink, with this problem of recruiting material from which to make shoemakers capable of building a pair of shoes by hand from start to finish, M. F. McNiff, of Chicago, hit upon the idea of his business. He began making custom boots and shoes at Chicago in 1892. That the handmade article is still in demand is testified to by his thriving trade. Nor is the business of a local nature. Forty per cent. of his orders come from outside the boundaries of Illinois.

In thirty years of shoe building, the repair end had remained a decidedly minor factor. Then, with his labor problem in mind, several months ago Mr. McNiff saw in this neglected repair field, the opportunity to train new men, keep them profitably employed and teach them fine shoe making.

Recently, Mr. McNiff has found it worth while to advertise his repair work almost to the exclusion of his



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day.

Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" " 2:	"	10	"	"	"	"
" " 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

custom business.

The campaign, comparatively new, is interesting in its numerous appeals all centring around the thought that here is a builder of really fine shoes, who is ready to put fine handwork into the making of old shoes new. The type of copy meeting most success, so far, is that in which the economy of having shoes renewed by hand is the dominant idea. Advertising of this character has brought people to the workrooms of McNiff, who had never before thought seriously of visiting a custom shop. Some of these, unless signs fail, will be converted into purchasers of custom-made shoes.



Where Mr. McNiff formerly repaired the shoes of his own customers as a matter of accommodation, he is now doctoring a hundred different makes, alert to the importance of this repair work and its relation to his custom trade. This repair work is proving an excellent "filler-in" for his business. It is stabilizing it, keeping it on an even keel by keeping the shop busy during what would otherwise be quiet periods. It is not trivial work. It cannot be turned over to green, inexperienced hands, yet much of it can well be done by men who have not yet reached the expert stage.

McNiff cut out and sewed together shoes for three decades before he realized the extent of the repair field. To-day forceful advertising is bringing him a good volume of repair trade which is new trade. More prosaic business it may be than the making of new shoes, but it is none the less valuable business, for it is at once developing tomorrow's buyers of custom footwear and developing the men who will be able to supply the needs of these new buyers.

SHOE REPAIR PROBLEMS.

C.H. writes:— I pride myself on doing good work and am a thorough shoemaker, but occasionally I get a customer who kicks on my work. For instance, I had a man whose shoes I soled and heeled recently who complained that the stitching looked botchy. Is there any way of getting over this?

Ans:—In some cases to ensure a fine job it is better after the old sole is removed to pick out all the old stitches before restitching. It takes a little time, but the job will look like new. A little ingenuity will evolve a quick method of removing the stitches.

R.W. asks:— What would you do with a customer who insists on arguing with you about the

merits of a job which you explain has been done in the best possible way, under the circumstances? It is always good policy to let the customer have his own way?

Ans:—It is certainly a good policy to explain to the customer everything that is possible of explanation, and above all to give him satisfaction, but the aim should be not to antagonize him or her or lose your temper. If you have done your best, however, politely say so and take chances on his being reasonable.

T.S. writes:—What is the best way to replace a counter that has been torn off to make a permanent job?

Ans:—If the old counter is not fit to use, make a new one. Open up sole from heel far enough to admit new counter, draw lining upon insole to proper place, turn down counter to proper place and tack. Bring upper over and fasten with lasting tacks, replacing sole and heel. This means a good and satisfactory job but takes time.

H.T. asks:—Is there any real standard of charging for shoe repairs? What would you do if you knew you could probably do the work for less than other shops charge? Is it bad business policy to charge less than others? Is it honest to charge more than a fair profit?

Ans:—Your letter opens a field for discussion. Price cutting is a bad thing and overcharging or profiteering is worse. The man who charges too little for a job is almost as bad as the one who charges too much for no man can hope to pay his debts who does not get a fair profit on his product! if you feel your competitors are placing their rates too high discuss it with them amicably, and try and get them to see your point of view. In any case, be sure you are right as to profits and then go ahead.

SHOE REPAIRERS CLASSIFIED.

"The United Shoe Repairing Machine Company of Boston has a natural and obvious interest in the growth of the repair business. Some months ago it diagnosed the trouble as inefficient work on the part of the repairman. People were buying new shoes in preference to sending their old ones to be repaired in nine cases out of ten. It was not because they had stopped being thrifty, but because they did not trust the repairman to do a satisfactory job. 'It doesn't pay to have shoes repaired,' said a woman to one United Shoe service man who had called on her. 'If the repairer fixes the shoes in one place, he ruins them in another.' And she brought out a pair of shoes which had been rendered useless long before they were worn out by the carelessness of a repairman who had cut an inseam in stitching on a tap.

"To do their share of separating the chaff from the wheat the United Shoe people designed an identification mark. It is an award to repairmen who have satisfied the company that they are efficient, not on the basis of salesman's snap judgment, but by passing a real examination.

"'Before we make any shop an official Goodyear Welt shop we make one inspection, usually more,' says one of the United Shoe service heads. 'First of all we want to know about the quality of work, then about the materials used, the appearance of a shop and finally the business methods of the proprietor. Our inspection is really an inspection plus

an examination. The repairman has to pass it just as any youngster in school has to make established grades. For example we go into the matter of workmanship. The possible grade here is 85. We require that a repairman obtain at least 75. In business methods he must score at least 2 out of a possible 5 points. We pass only a man who can show a score of 5 out of a possible 10 points on materials.

"When a repair shop can pass this examination we will issue our official identification sign which we are merchandising to the public by advertising. We will also co-operate with the repairman in advertising his business. This means that we build a mailing list for him, supply him with booklets and get out form letters on his own letterhead. Of course he pays part of the expense but it is only a small part of what it would cost him if he were to carry on his own advertising independently."

"To-morrow's and next year's advertisers are the little fellows who are being passed up to-day. The repairman, as the manufacturer's and jobber's campaigns influence him and as he becomes more consciously a business man, logically becomes a prospect for advertising himself. In Topeka, Kans., a number of the shops got together a little while ago for a campaign which prevented a long threatening price-cutting war. The cost was about eleven dollars a month for each shop. In Council Bluffs and Omaha co-operative repairman's campaigns have made shoe thrift a watchword.

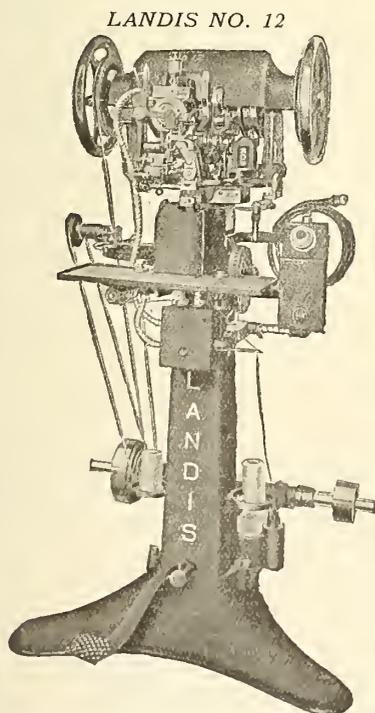
"Los Angeles, San Francisco and Pueblo, Colo., have a chain of repair shops with a volume of business that runs over a half-million dollars

a year. This is the J. D. Zinke chain. An ash tray between each pair of chairs and a push button on every chair with a metal sign which says 'Push Button for Attendant' in the Zinke shops are little indications of the red corpuscles in shoe repairing these days. The attendant who waits on the customer is not a workman; he is a salesman. Zinke has found that there is usually about twenty-five per cent. difference between what a customer asks to have done and what his shoes need. Real selling instead of passively filling orders has made the average job in the Zinke shops increase from 81 cents to \$1.25 a customer. (Printer's Ink).

VANCOUVER NOTES.

Several days welcome rain broke up the long drought that has been experienced on this coast, and with the opening up of schools and return of families from camping, it has been the means of materially increasing business in all branches of the shoe trade.

National Shoe Week was observed by all the stores of the city and Greater Vancouver, a large number of the merchants making a combined advertising campaign, giving it a great send off. From all accounts it appears to have been very successful. On future occasions a few improved methods could be well employed so as to bring it more prominently before the public, so as to impress it upon their memory, such as an advanced National advertising campaign.



Model D

OWN YOUR OWN

LANDIS Stitchers and Finishers for the Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S.

Hamilton, Ont., Can.

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Company

Second and Gano

St. Louis, U. S. A.

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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Head Office	Tanneries
27 Front Street East	Woodbridge, Ont.
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Quebec and Maritime Provinces	
Represented by	
John McEntyre, Limited - Montreal, Que	

Turn Into Money

*Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.*

R. G. Dun & Co., 38 King St. W.
TORONTO

*The Collection Service, which has been
proved most satisfactory by all users of it, is*

OVER 70 YEARS' RECORD OF EFFICIENCY

Mr. Stuart Lamb and wife, of Edmonton, have been spending a vacation in the city, and expressed themselves greatly pleased with their visit. Mr. Lamb met with a slight mishap on the train, which necessitated medical attention for a few days upon his arrival in the city.

The annual convention of the Western Leather and Findings Merchants' Association was duly held at Edmonton. Mr. W. Edgley, of the B.C. Leather and Findings, Mr. G. Morrish, of Storey and Campbells, and Mr. S. Denby, of Denby Bros., attended on behalf of their respective firms, as representatives for Vancouver.

The stock and fixtures of the E. and M. Shoe Store have been offered to tender by the Credit Men's Association.

The stork has visited the home of Mr. R. B. Francis, Manager of the B.C. Leather and Findings Co., with a fine bouncing boy.

Mr. Blythe, for many years in Brandon, has opened a repair store on Venables St.

Mr. W. Mould has opened a repair store on Broadway W., having lately come from Westminster, London, England, where he was in business many years.

Fire destroyed the whole of the works of Mr. Doutage, New Westminster, manufacturer of dubbin and waterproof oils. Mr. Doutage was severely burned about the hands in endeavoring to extinguish the flames.

Mr. T. Wigglesworth has opened a repair stand with a full equipment of machinery at Point Grey.

Mr. Mayes has taken over the stand of Mr. W. Britton on Smythe St.

Mr. J. Moir, of North Vancouver, has been spending two weeks on the northern coast of B.C. hunting, and was successful with a good bag of birds and deer.

We regret to announce the death of Mr. W. Booth, of Hastings St. E., who was taken suddenly ill during the night and passed away about two hours later from brights disease.

The deceased was born in Ontario, sixty-three years ago, and came to Vancouver in the year 1905. He was of diminutive deformed stature, and was unable to do any active exercise, which no doubt aggravated his complaint.

Shows Shoe Store of Caledonia was recently visited by thieves.

The late Mr. G. J. St. Leger, well known shoe man, of Toronto, who died last August, left an estate of \$136,572.

ESTABLISHED 1863

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

OOZE, FLEXIBLE And WAX SPLIT S FOR HOME AND EXPORT TRADE

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS

CONDENSED ADVERTISEMENTS

A Children's medium to high grade line of shoes open as side line for Province of Quebec, including Montreal, on commission basis. This line is one of the best selling propositions in children's shoes. Apply box No. 123, Shoe & Leather Journal, 545 King St. W., Toronto.

AGENT—To carry our high class shoe polish and dye. Sold by shoe stores only. Commission basis. Dandy Specialties Co., Ridgetown, Ont.

WANTED—A few good Salesmen with a following in the shoe trade to sell our wire suede nap brushes and other items as a side line. Liberal commissions. Give references and state territory in first letter. THE E. T. GILBERT MFG. CO., 228-236 South Avenue, Rochester, New York.

WANTED—Traveller to handle a high grade English line of Men's and Women's Shoes for all of the East—from Port Arthur—usual Commission basis. Box 127, Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED—Travellers to cover the Maritime Provinces, also travellers to cover Western Canada in the different territories, on a most complete line of Shoe Findings in the Dominion of Canada with the famous Griffin Polishes. Apply stating best experience and references. Box 128, Shoe and Leather Journal, 545 King St. West, Toronto.

SHOE BUSINESS FOR SALE—Best location in live manufacturing town in Waterloo County. Stock \$9,000. Absolutely clean; turnover, \$18,000. Rent, \$37.00 per month. Owner retiring from business. Apply, Box 129, Shoe and Leather Journal, 545 King St. West, Toronto.

McKAY SOLE SEWER in perfect order guaranteed. Price \$350.00. Webb, 640 Helmcken Street, Vancouver, B.C.

FOR SALE, THE FOLLOWING:

1 Modern 22 ft. U.S.M.C. Shoe Repair outfit	\$250.00
1 Post Heel Breasting Machine U.S.M.C.	65.00
1 Welt Beater	45.00
1 Amazeem Skiving Machine (High Speed)	95.00
1 Bottom Stamping Machine U.S.M.C.	75.00
1 (50-in.) foot power stripping machine U.S.M.C.	125.00
1 Smith Heel Trimming Machine	
1 Vamp Creasing Machine U.S.M.C.	75.00
1 Crocker-Wheeler, 5 Horse Power Motor.	
1 Fairbanks-Morse 15 Horse Power Motor	
25 Shoe Racks	each 5.00

Several Singer Machines, 2 Cutting Blocks & Cement Pot, also some line shaft, hangers & pulleys. Make us an offer on anything that interests you. Box 571 Ingersoll, Ont.

FOR SALE—Shoe Store, Toronto, good location, rent reasonable, Stock and fixtures about \$9,000. Will sacrifice for cash. Best reasons for selling. Box 130, Shoe and Leather Journal, 545 King St. West, Toronto.

FOR SALE—Old Established Shoe Business in manufacturing town of 25,000 population. Stock and fixtures reduced for quick sale to \$5,500. Owner retiring. Box 131 Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED—Shoe Repairing business in good town or small city. Living apartments with store preferred. Box 126, Shoe & Leather Journal, 545 King St. West, Toronto, Canada.

TRAVELLER for Eastern Ontario for Ladies' McKay line. Apply Box 124, Shoe and Leather Journal, 545 King St. W., Toronto.

A MAN who has had a wide range of experience covering all branches of the work especially merchandising in high class retail shoe stores, would like to get in touch with someone who could use him. Box 132, Shoe & Leather Journal, 545 King St. W., Toronto, Ont.

WANTED.—Medium priced line, by thoroughly experienced Shoe Traveller, Ontario or Quebec and Maritime Provinces. Would also consider proposition as manager and buyer of Shoe Retail Department, as writer is thoroughly conversant with Retail merchandising as well. Box 6, Shoe & Leather Journal, Room 410 Coristine Bld., 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 Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

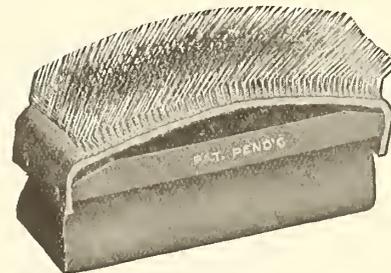
BRANCH WAREROOM

553 St. Valier Street, Quebec City

RICHARD FRERES, Agent

gilco

You're going to need
SUEDE NAP BRUSHES



This season will break all records on suede footwear. Every woman who buys a pair of suede shoes at your store is a logical prospect for a SUEDE NAP BRUSH.

Why not pick up the extra profit and at the same time gain the customer's good will by helping her keep her suede shoes smart and trim?

SUEDE NAP is substantially constructed, easy to manipulate and highly effective in cleaning and restoring suede leather.

E. T. GILBERT MFG. CO.
228-36 South Avenue Rochester, N. Y.

If Your Jobber Cannot Supply You. Write Us.



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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CERTAINTY

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Is Assured With*

The logo for United Shoe Machinery Company (USMC) is a stylized, bold, black monogram of the letters 'USMC'.

MACHINES and EQUIPMENT

*Famous for Quality Plus Service Rendered
A Practical Machine for Every Purpose*

SOME OF OUR MORE RECENT INTRODUCTIONS:

Twin Edge Setting Machine Model A	<i>Electric Heat</i>
Goodyear Inseam Trimming Machine Model C	<i>A Perfected Operation</i>
Pull Over Machine Model E	<i>Eleven Tack—For Turn Work</i>
Splitting Machine Model A	<i>A Belt Knife Splitter For Upper Leather</i>
Pump Lining Trimming Machine--Boothco	<i>Fills a Long Felt Want</i>
Wood Heel Attaching Machines	<i>Last Drilling—Heel Attaching Screw Removing</i>

And many others that our experts would gladly explain
Let us confer on your requirements

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S.

QUEBEC
28 Demers Street

Wait For The Visit Of The Clark Bros. Man

Our men are now on their trade tours and their visit to you this season is of utmost importance in your buying.

They are showing a selection of novelty creations that are the pick of the latest and best ideas from the style centres, and the staple lines even outdo all our previous offerings in that strong selling appeal for which Clark shoemaking and moderate prices are noted.

The absolute confidence with which you can buy from this range is in direct proportion to the unexcelled values they offer and the popular demand they meet.

\$5.⁰⁰

*is the moderate price at which you can sell
CLARK BROS. PUMPS AND OXFORDS*

CLARK BROS., Limited
St. Stephen N. B.

THE SHOE & LEATHER JOURNAL



ACTON PUBLISHING COMPANY LIMITED
TORONTO MONTREAL



576. Fine Brown Glazed Kid Tarsal-Ease Blu. Oxford. Welt Sole. Tarsal-Ease Last 112.

\$7.30



565. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole. Tarsal-Ease Last 112.

\$6.75



562. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole. Tarsal-Ease Last 107.

\$6.75



181. Fine Glazed Kid Tarsal-Ease, 8 1/2 inch Bal. Welt Sole. Tarsal-Ease Last 112.

\$8.65



578. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole. Tarsal-Ease Last 117.

\$6.75

SIZES:
 AAA 4 to 9
 AA 3 1/2 " 9
 A 3 " 10
 B 2 " 9
 C 1 " 10
 D 1 " 9
 E 2 " 8
 578 also carried in
 AAAA 5 1/2 to 9



178. Fine Glazed Kid Tarsal-Ease, 8 inch Bal. Welt Sole. Tarsal-Ease Last 107

\$8.55



SMARDON TARSAL-EASE SHOES

IN-STOCK LINES

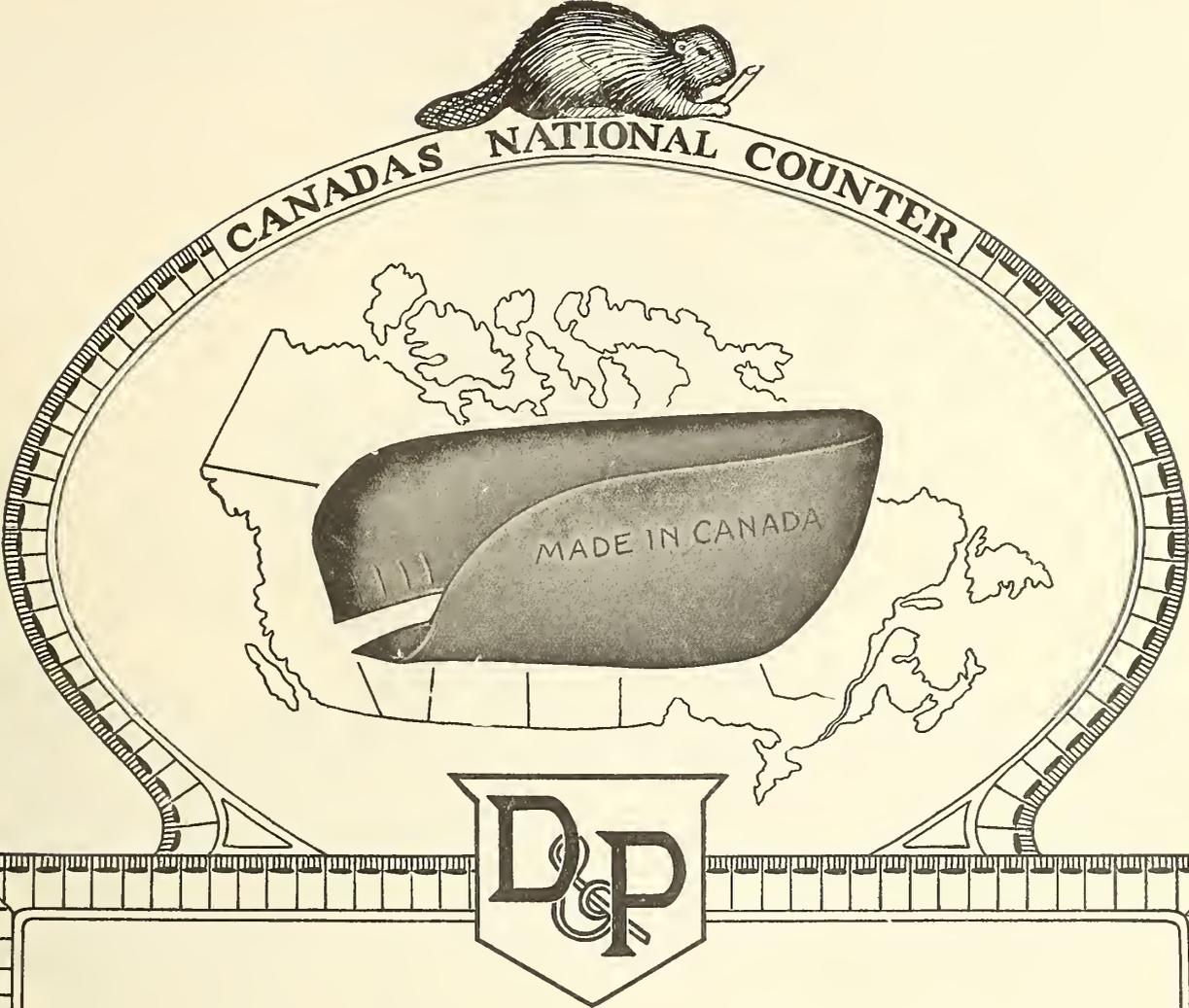
By concentrating on Smardon Tarsal-Ease Shoes you can gradually build up a profitable, permanent clientele that cannot be won from you. Our In-stock service enables you to do it without a heavy stock investment.

If there is no Smardon Tarsal-Ease dealer in your town why not avail yourself of this service by applying for the agency?

SMARDON SHOE CO., Limited, MONTREAL

SMARDON TARSAL-EASE SHOES
 Clothe the feet with every reasonable regard for comfort and elegance, and yet—attaining their highest development—the feet are preserved in the fullness of their strength and beauty.

Sizes 9 1/2 to 10—50c. extra



THE COUNTER THAT IS Selling Women's Shoes

The light, dainty footwear that women are wearing today would not be nearly so popular were it not for the fact that the strong, flexible **D. & P. UNION THREE PIECE COUNTERS** are enabling manufacturers to make such shoes as satisfying in wear and fit as they are charming in appearance.

The counter buying policy that **PAYS** in results and **SAVES** in economy is to buy from the **D. & P.** line of **FIBRE COUNTERS**—thereby getting counters specially graded for the exact purpose required, from the highest quality fine shoe to the most reliable of popular staples.

DUCLOS & PAYAN

Tanneries and Factory: Sales Office and Warehouse:
St. Hyacinthe 224 Lemoine Street
MONTREAL

REPRESENTATIVES
 For Ontario:--Ed. R. Lewis Leather Co.
 For Quebec City:--Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



Have You Tried **Triply Chrome Brown**

A NEW PRODUCT

Of extraordinary merit. Purest chrome tannage. Strictly aniline dyed. A remarkably fine

CALF LEATHER.

A SUPERIOR SHOE

Produces a Shoe which, while Soft on the Foot, Stands up Perfectly and Takes a Beautiful Shine during the entire

LIFE OF THE SHOE

*Mail samples gladly sent to Retailers as well as
Manufacturers on request*

A Leather for Every Shoe

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO
CANADA



A Style You Can Easily Sell

because it attracts your customers with the combined appeal of a modish pattern and a distinctive last, plus the all-important feature of a very moderate price.

Up-to-the-minute but sensible style effects and big values are causing dealers to show marked partiality for "Eastern" Shoes in buying their new lines.

"The House of Service"

EASTERN SHOE MFG. COMPANY LIMITED
MONTREAL

Proving Itself A Trade Winner

The
LEPAGE LINE
of Popular Priced Men's Welts

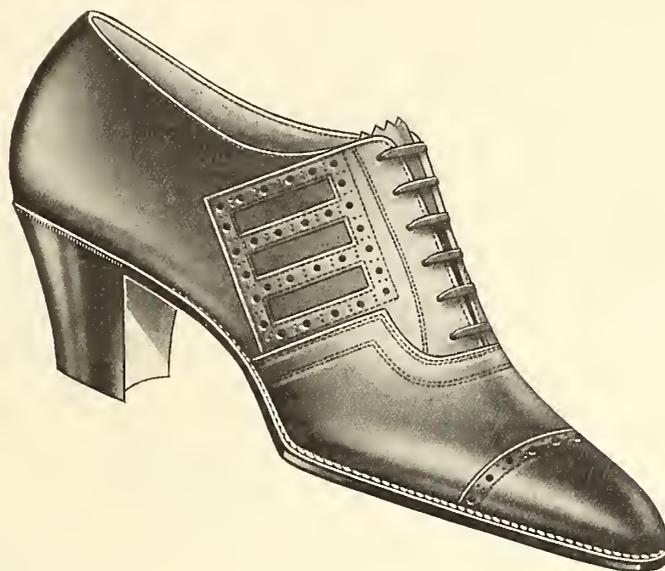
Fast winning the confidence of the trade on its merit and value.

Be sure you see the samples when buying your coming season's stock.



LEPAGE SHOE COMPANY
MONTREAL

Samples shown by Eastern Shoe Mfg. Co., Limited



Another New Oxford Special by Bell

It is the beginning of the Season when your Women's Oxford Trade requires a great deal of attention, and this is one of the Bell creations with which to provide for this need.

The panel effect is a distinctive feature of the pattern—it is a most desirable last both for fit and style—a model that is not extreme in any direction but pleasing in every particular.

Include this in your immediate orders from the Bell lines so you can get it on display early.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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

Stock orders are coming in from all over the country for these shoes and we are shipping them the same day 100 per cent. complete. Go over your sizes and order what you need to fill the stock and make every sale count. Genuine Goodyear Welts, shaped to aid the little foot in its future growth. For CHILDREN.

The Classic's Baby Welt Boot



Has quickly made good because of the natural demand for a 100 per cent. good shoe at the fairest of prices. It is a REAL Goodyear welt with sewed seat and not a tack or nail in the shoe. It has a REAL innersole and is made with a Chrome or leather oak bend outersole. This shoe is tough, soft, is noiseless in the house, will not mar or scar hardwood floors, nor tear upholstered furniture.



- 1172 —Infants' Patent Instep Strap, Spr. Heel, Chrome Sole, Sizes 2-4½.....\$1.30
 2172 —Children's Patent Instep Strap, Spr. Heel, Chrome Sole, Sizes 5-7½..... 1.65
 2172x—Children's Patent Instep Strap, Spr. Heel, Lea. Oak Bend Sole, Sizes 5-7½...\$1.95
 3172x—Girls' Patent Instep Strap, Spr. Heel Lea. Oak Bend Sole, Sizes 8-10½.....\$2.30
 4174 —Misses' Patent Instep Strap, Spr. Heel, Lea. Oak Bend Sole, Sizes 11-2.....\$2.85

- 2183x—Children's Tan Calf Blucher Oxford, Lea. Oak Bend Sole, Sizes 5-7½.....\$2.05
 3183x—Girls' Tan Calf Blucher Oxford, Lea. Oak Bend Sole, Sizes 8-10½.....\$2.55
 2184x—Children's Patent Blucher Oxford, Lea. Oak Bend Sole, Sizes 5-7½.....\$2.05
 3184x—Girls' Patent Blucher Oxford, Lea. Oak Bend Sole, Sizes 8-10½.....\$2.55
 2185x—Children's Gunmetal Blucher Oxford, Lea. Oak Bend Sole, Sizes 5-7½.....\$2.05
 3185x—Girls' Gunmetal Blucher Oxford, Lea. Oak Bend Sole, Sizes 8-10½.....\$2.55



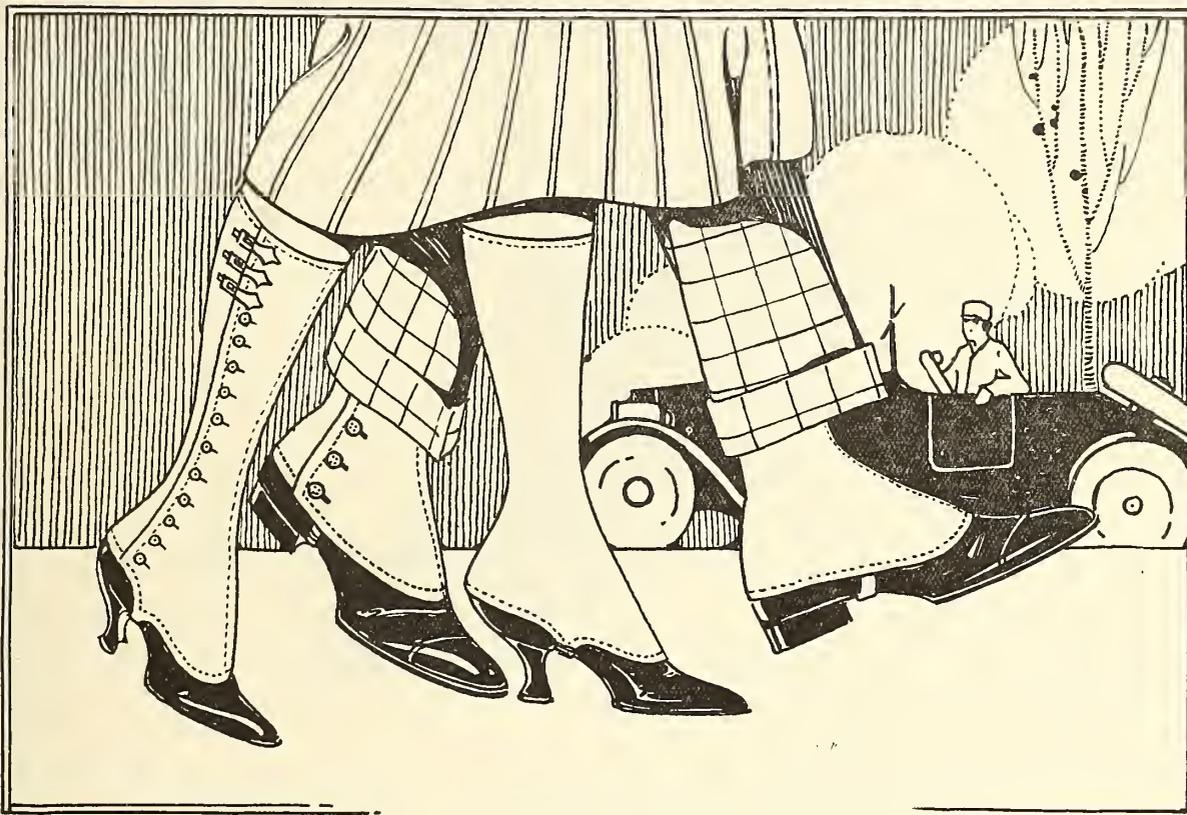
Classic
CUSHION SOLE
 GENUINE
Goodyear Welt

- 1200 —Infants' Vici Kid Fat Ankle Button, Spr. Heel, Chrome Sole, Sizes 2-4½.....\$1.60
 1208 —Infants' Vici Kid Blucher, Spr. Heel, Chrome Sole, Sizes 2-4½..... 1.40
 2208.—Children's Vici Kid Blucher, Spr. Heel, Chrome Sole, Sizes 5-7½..... 1.95
 1213.—Infants' Patent Blucher, Spr. Heel, Chrome Sole, Sizes 2-4½..... 1.60
 2213 —Children's Patent Blucher, Spr. Heel, Chrome Sole, Sizes 5-7½..... 1.95
 2208x—Children's Vici Kid Blucher, Spr. Heel, Lea. Oak Bend Sole, Sizes 5-7½..... 2.30
 3208x—Girls' Vici Kid Blucher, Spr. Heel, Lea. Oak Bend Sole, Sizes 8-10½..... 2-80
 2211x—Children's Boarded Gunmetal Calf Blucher, Spr. Heel, Lea. Oak Bend Sole, 5-7½..... 2-30
 3211x—Girls' Boarded Gunmetal Calf Blucher, Spr. Heel, Lea. Oak Bend Sole, 8-10½..... 2-80
 2212x—Children's Boarded Tan Calf Blucher, Spr. Heel, Lea. Oak Bend Sole, 5-7½..... 2.30
 3212x—Girls' Boarded Tan Calf Blucher, Spr. Heel, Lea. Oak Bend Sole, 8-10½..... 2.80
 2213x—Children's Patent Blucher, Spr. Heel, Lea. Oak Bend Sole, Sizes 5-7½..... 2.30
 3213x—Girls' Patent Blucher, Spr. Heel, Lea. Oak Bend Sole, Sizes 8-10½..... 2.80

Getty & Scott Limited

Makers of CLASSIC SHOES for Growing Girls, Misses and Children

Galt, Ontario



Canadian Crown Overgaiters

In stock for immediate shipment in various colors (such as Lt. Fawn, Beaver, Brown, Grey and Black) and styles, made from best quality Felt or English Cloth, men's, women's, misses' and children's.

Boudoir Slippers

Now in stock, men's and women's felt, satin, kid and patent leather.

Samples of above lines mailed on request

*Ralston's Polishes—A Dressing for Every Shoe
Also Complete Line of Shoe Findings
Mail Orders Filled Same Day as Received*

Robt. Ralston & Co., Ltd.
Hamilton, Ontario

La Duchesse



*The High Lights of Style
The Low Levels of Price*

are two phrases that fit the new La Duchesse Lines and explain the secret of their still greater popularity with wholesale buyers this season.

The model here shown is typical of the many modish effects featured in our lasts and patterns. Wholesalers can build the largest volume of their trade to-day on the character of workmanship and the standard of value offered in La Duchesse Shoes.

“La Duchesse” Shoe Co., Registered
MONTREAL, QUE.

*Making Women’s Welts, McKays and Turns of a Standard
quality for the Wholesale Trade*



“GUTTA PERCHA” RUBBERS

Reign Supreme Over Autumn Rain

Autumn is here. The rains have come. The greatest sales will go to the merchants who most persistently display and push “Gutta Percha” Rubbers.

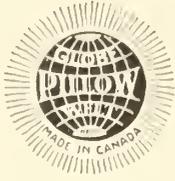
How is your stock? Missing sizes and styles mean missing sales. See that you have the stock to turn every inquiry into a sale. Customers prefer “Gutta Percha” Rubbers—let them know you have them. Make your local advertising and your windows so alluring that your busy cash-register will tinkle cheerily.

At Your Distributor's or Our Nearest Branch

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast



They Point with Pride

*to their Globe Pillow Welt Shoes—
highly pleased with their appearance
and completely satisfied with their
healthful fit and long wear.*

*Make these enthusiastic wearers
YOUR customers by selling Globe
“Pillow Welt” and “Baby Pillow
Welt” Shoes.*



**THE ONLY GENUINE GOODYEAR WELT
SHOES MADE WITH A PILLOW
WELT INSOLE**



Patented 1919

Be Prepared

for Fall and Winter Trade by ordering your Globe Lines now. A salesman will call with the complete range whenever requested.

Carried in-stock by A. Lambert, Inc., Montreal.

GLOBE SHOE, LIMITED

TERREBONNE - - - QUE.
Montreal Office---11 St. James St. Representative---J. A. BLUTEAU

Peterboro
SHOE

The Shoe With the Right Idea



Peterboro shoes have the right idea of user service. Correctly constructed of selected leathers, and made to the Peterboro standard of good shoemaking, they have proved themselves one of the easiest selling lines of staple shoes the dealer can handle. Prompt shipments can be made from either Peterboro or Regina. Satisfied customers are the foundation of future business. Peterboro shoes satisfy customers.

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

Peterboro, Ont.

Regina, Sask.

Western Dealers may sort from our Regina Branch

PACKARD'S

Goodyear Welt Shoes

For Fall and Winter Wear

**Our FIRSTRED
Baby Shoe
also in stock**

SIZES { 1 to 4. No Heel
5 to 7½. Spring Heel

We are prepared to ship

IMMEDIATELY

from stock--- all lines in Children's, Misses' and Youths' sizes.

=====**NO WAITING**=====

Rush Orders Our Specialty

L. H. Packard & Co., Limited, Montreal



Style In A Comfort Shoe
Service In A Moderate Priced Shoe

Those are the strong talking points in which this shoe speaks for itself,—and with which it gets the attention of the many men who consider practical utility and value of first importance in shoe buying.

We are featuring many new innovations in lasts and patterns in Men's Lines, and dealers will find them the strongest of trade inducements for the coming Season.

Dufresne & Locke, Limited
Montreal, Que.



*No. A. 265. Wos. Dark Brown
Calf Brogue Oxford, Heel
Fox, Wing Tip, Scotch Grain
Top, Last 84, 9/8 Heel.*

In The Lead for Fall and Winter

Harmonizing with the Fall and Winter Costume, answering the demands of Fall and Winter wear, the great importance to the trade of this new "DELYTE" Oxford is due as much to its special timeliness as to its distinctive style and unusual value.

In a decidedly pleasing combination of Scotch Grain and Calf, attractively perforated, it is a shoe of style and service that will set a high record in your season's sales.

One of the many creations of quality and selling merit now being shown by our men.

KINGSBURY FOOTWEAR CO.

Limited
MONTREAL



Newport News

A New Factory --- Improved Service

The ever increasing demand for Newport Turn Shoes requires expansion so as to better and more satisfactorily serve the buyers of our product.

In order to accomplish this purpose we have secured a factory, which we believe on observation, you will agree with us is second to none. This will give us ample space for the extension of activities, and will enable us to meet your requirements on short notice.

We contemplate moving to our new plant in November, and in future will be in a position to give you from a four to a six weeks' service.

We wish to take this opportunity of thanking our friends most kindly for favors shown in the past and trust we will merit a continuation of same in the future.

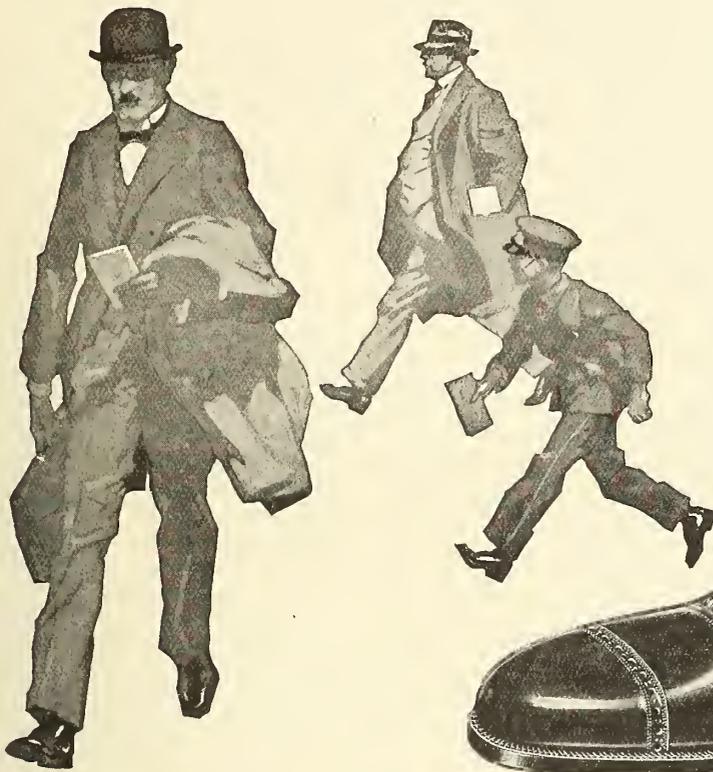
It will always be our endeavour to give you Turn Shoes of stability, character and refinement. Live merchants, who are seeking a stylish, progressive line of high-grade hand turned footwear for women, will find it distinctly profitable to get in touch with us.

The Newport Shoe Co., Limited

(After November 1st, 559 College St., Ladies' Wear Building.)

Phone Trinity 3425

Toronto



*The Man's Shoe
With a
Real Chassis*



for Better Trade

Men of good judgment, men who move in the business world where energy is an essential, buy and wear Arch Preserver Shoes—the shoe with the real Chassis. This type of trade means good custom, once sold they will stay sold, and return for their next pair.

Arch Preserver fills a long felt want in men's shoes—no other shoe com-

bines style, foot health, comfort good wearing quality, everything that should be in a shoe and everything that can be in a shoe just as well as the Arch Preserver. This health giving shoe appeals to the better class trade

—the trade that means good business for you.

The Arch Preserver Shoe is made by us under special license from E. T. Wright & Co. Inc., Rockland, Mass.

“Keeps Good Feet Good”

The Talbot Shoe Co. Ltd.

St. Thomas, Ont.



The Yamaska Brand

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

This new Oxford shows how Yamaska Shoes continue to live up to their reputation of being "The most reliable of all old lines, the most up-to-date of all new ones"

New lasts and patterns in both men's and women's lines, and unsurpassed values, offer you the best of opportunities in your buying.

Leading Yamaska Lines available at shortest notice from our new In-Stock Department.

LA COMPAGNIE J. A. & M. COTE
 ST. HYACINTHE QUE.



*"And the "Hotel Cleveland"
 is my home when my trip
 brings me to Cleveland!"*

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!

Hotel Cleveland
 CLEVELAND, OHIO.





The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited.....	Vancouver, B.C.
The Miner Rubber Co., Limited.....	Calgary, Alta.
The Miner Rubber Co., Limited.....	Edmonton, Alta.
Congdon, Marsh Limited.....	} Regina, Sask.
The Miner Rubber Co., Limited	
Congdon, Marsh Limited.....	Winnipeg, Man.
The Haileybury Wholesalers, Limited.....	Haileybury, Ont.
The Miner Rubber Co., Limited.....	London, Ont.
R. B. Griffith & Co.....	Hamilton, Ont.
The Miner Rubber Co., Limited.....	Toronto, Ont.
The Miner Shoe Co., Limited	} Ottawa, Ont.
The Miner Rubber Co., Limited	
The Miner Shoe Co., Limited	} Montreal, Que.
The Miner Rubber Co., Limited	
The Miner Rubber Co., Limited.....	Quebec, Que.
H. S. Campbell.....	Fredericton, N.B.
The J. M. Humphrey Co., Limited.....	St. John, N.B.
The J. M. Humphrey Co., Limited.....	Sydney, C.B.
The Miner Rubber Co., Limited.....	Halifax, N.S.

You are bound to get a certain amount of rubber sorting business during the coming Winter; that's sure. But you can get more if you use Miner advertising to attract customers to your store.

Miner's Scout and Guide Rubbers with the picture on the sole can give you bigger sales, and bigger sales mean bigger profits.

If you don't sell "Miner's," order a few cases as a trial lot. You'll be convinced.



"Jiggs"

Worked out with the new broad French toe, in Duchess calf, with tan calf Scotch grain insertion, "Jiggs" will make a host of friends among Canadian men. To classy appearance is added comfort, with plenty of room.

Don't Argue---It's a Real Fitter

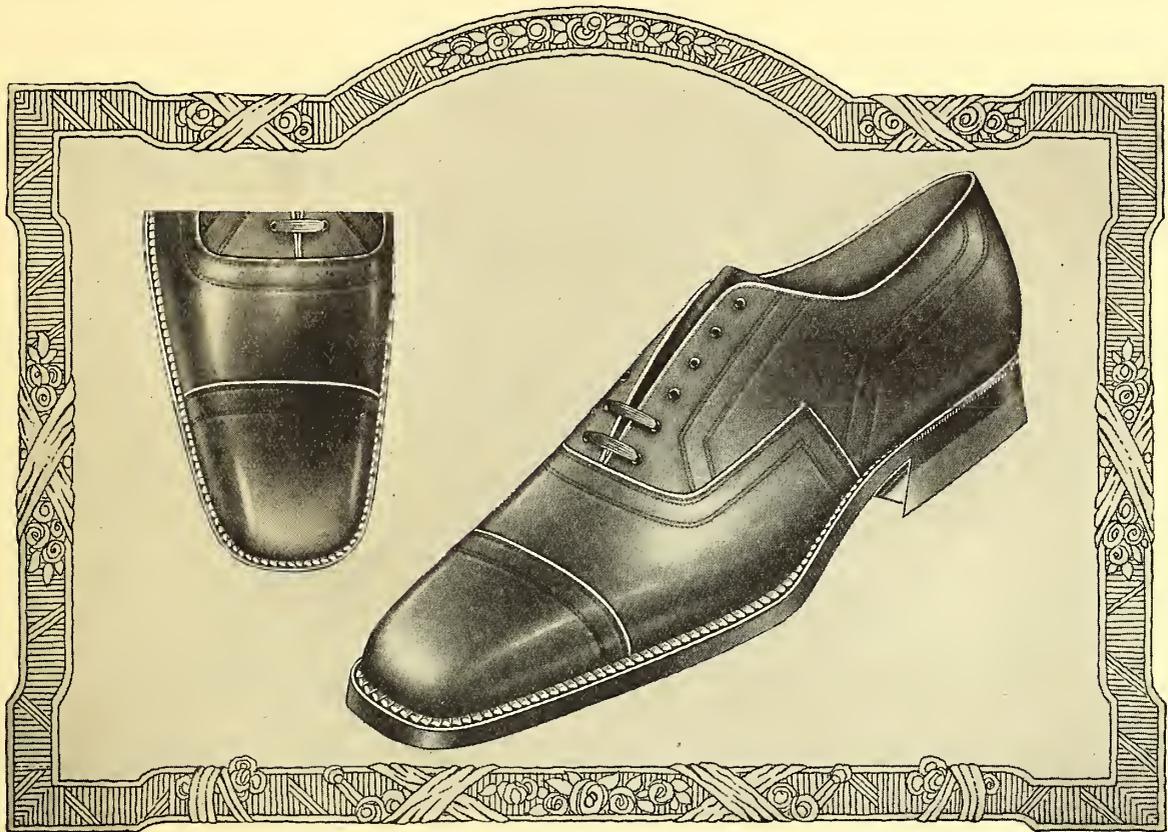
THE W^M. A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

ROOM N

PERMANENT SAMPLE ROOM
QUEEN'S HOTEL

TORONTO



“Dinty”

Another offering that will appeal to your customers of the so-called “sterner” sex, carries a medium wide French toe, and is particularly attractive in mahogany calf. Like “Jiggs,” “Dinty” is built for comfort as well as snap.

Don't Argue---It's a Real Fitter

THE **W^M A. MARSH COMPANY, LIMITED**

QUEBEC, CANADA

ROOM N

PERMANENT SAMPLE ROOM
QUEEN'S HOTEL

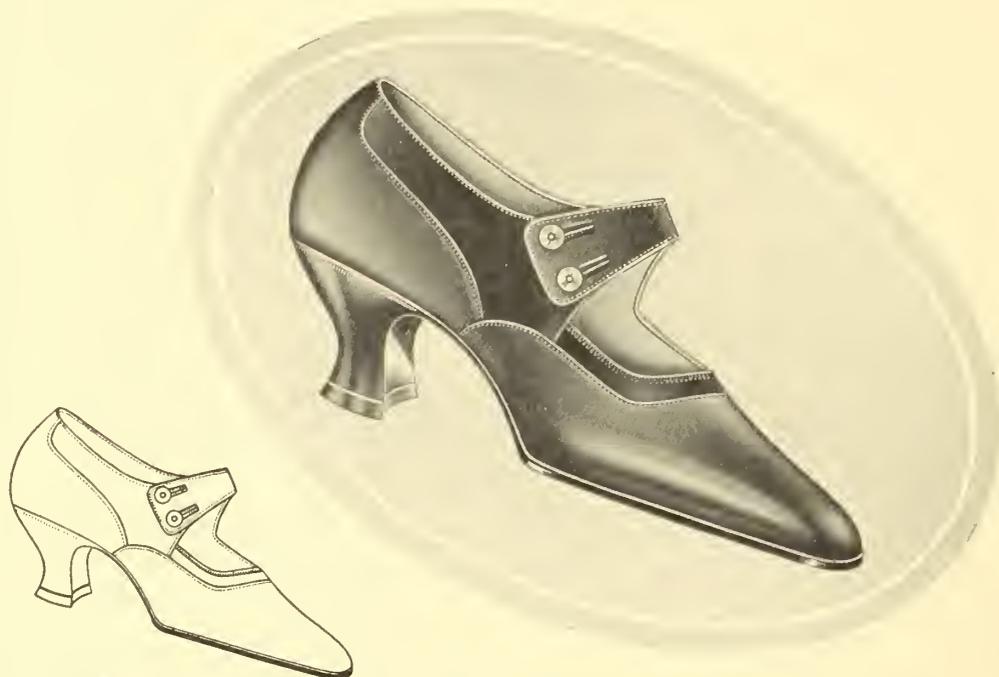
TORONTO

IN



STOCK

SERVICE



READY NOW

Stock No. 6034 — Black Kid vamp and foxing, with
Black Suede 1 strap, 2 button slipper, Baby Louis heel.

A charming strap slipper for dress and semi-dress wear. Made of fine black kid and black suede calf with an imitation turn edge. A shoe that you can offer your better trade with the sure knowledge of building customer good will.

This line is carried in open stock and you can order any quantity, any size, B, C and D widths. A newspaper cut, as illustrated, is supplied free with every order for 12 pair or more.

\$4.70

Net 30 Days

Net. 45 West and Maritime

Write for In-stock Catalogue illustrating all lines carried in stock.

Perth Shoe Company, Limited

Largest Manufacturers of Women's Welts Exclusively in Canada

Perth, Ontario

W. S. PETTES
Room 413, Windsor Hotel,
Montreal, Que.

H. B. McGEE
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON
511 Bower Bldg.,
Vancouver, B.C.

ANNOUNCING
the establishing of the new
Samson Factory No. 2
making a popular reliable line of
Women's Medium McKays
Imitation Welts and Mock Turns

The Samson Lines of Heavy and Medium Staples and quality Sporting Shoes have long held a foremost position in the trade.

Our shoemaking has now been extended to cover Women's Footwear as well, and our NEW FACTORY No. 2, will be devoted exclusively to the production of these new lines.

The latest and most popular effects in lasts and patterns are featured, and the workmanship which is in the hands of men of long training and experience in Women's shoes, is right in every detail.

The result is a line of high quality footwear at a medium price, that comes at a most opportune time to meet one of the most urgent needs of the trade to-day.

**DO NOT BUY YOUR NEW LINES UNTIL YOU SEE
THESE SAMPLES.**

J. E. SAMSON, Enr.
20 Arago St. Quebec

Announcing

A New Development in Canadian Shoemaking

The name of Getty and Scott, Limited, has always stood for the highest ideals in shoemaking, as to quality, fairness in price and square dealing.

On this basis has been built the reputation of their Juvenile Footwear, and on this basis it will be maintained.

The development of their women's lines, viewed in the light of present conditions, impressed on them the fact that their service to the retail trade of Canada could be strengthened by a distinct separation between them and the juvenile line.

The Victoria Shoe

Therefore, takes over the ground formerly covered by the Getty and Scott women's shoes. It comprises a wide range of

Women's Welts and Uniflex Process

Representatives are already showing advance samples, which represent styles and values that are, to put it modestly, almost unique.

Look over the line carefully. It will pay you. Drop us a card for further information and prices.

Victoria Shoe Company

Galt,

Ont.

Victoria Shoes

Designed To Meet To-day's Problems

To-day the retail shoe dealer has to meet the double problem of price and style. If he gets low prices, he generally sacrifices style, or quality or both.

The big demand is for a shoe that sells for a moderate price, but at the same time, combines quality of material and workmanship with style in last and pattern. From your standpoint, it must return you a fair profit.

The experience of years of shoemaking, close study of methods, styles and materials enables us to offer you Women's Welts and Fine McKays, that embody the highest quality of shoemaking and materials, styles that are in line with the best ideas in the large centres, and prices that meet the purse of the public.

Welts

In Oxfords and Straps, in wide variety of pattern and design, come to you at prices that give real merchandising opportunities. The lasts, materials and workmanship ensure satisfaction and wear that have been thought confined only to higher priced lines.

Uniflex Process

These shoes are made by a special process which gives the lightness, daintiness and flexibility usually ascribed only to turned shoes. To this we have added style and finish that produce an afternoon or evening shoe of distinction.

Retailing \$6.00 to \$8.00

Victoria Shoe Company

Galt,

Ont.

Do You Believe In Advertising?

The policy of the Dominion Rubber System is to help the retailer sell his goods, and to bring customers to his store. That is why the DOMINION brand of Rubber Footwear has been so widely advertised throughout Canada.

During the coming rubber season, this policy of co-operation with retailers who carry DOMINION rubbers will again be featured.

In the smaller towns and rural communities over a quarter of a million homes will be reached direct with a convincing appeal to wear DOMINION rubbers.

In the larger cities, the daily papers will carry a message that features DOMINION rubbers as the best to buy.

The retailer who appreciates the value of national advertising, which reaches the consumer, should link up with this effort by starting the rubber season with a full stock of DOMINION brand of Rubber Footwear, the only nationally advertised line of rubber footwear in Canada.

*The nearest Dominion Rubber
System branch can give your
orders prompt attention.*

Dominion Rubber System Limited

Service Branches at

St. John, N.B.	Hamilton, Ont.	Regina, Sask.
Halifax, N.S.	Brantford, Ont.	Saskatoon, Sask.
Montreal, Que.	Kitchener, Ont.	Calgary, Alta.
Quebec, Que.	London, Ont.	Lethbridge, Alta.
Ottawa, Ont.	North Bay, Ont.	Edmonton, Alta.
Toronto, Ont.	Fort William, Ont.	Vancouver, B.C.
Belleville, Ont.	Winnipeg, Man.	Victoria, B.C.



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

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
 MEMBER OF CANADIAN BUSINESS PUBLISHERS
 ASSOCIATION

Rocking The Boat

WHEN a mess like the Home Bank failure occurs, there are firebrands amongst those who suffer and many more outside who assume the attitude that the whole banking system is rotten and set up a demand for government ownership.

In the first place, the Canadian banking system is as sound in conception and supposed practice as will be found anywhere, and if the provisions of the Banking Act are faithfully observed, the people's money ought to be as safe with these chartered institutions as with any government.

In the second place, the government has its hands full to-day with some of the public ownership problems that have been thrust upon it, and until it has demonstrated its capacity to give satisfactory and profitable service in these, it would be dangerous to entrust to it others that involve even greater responsibility.

The trouble in the Home Bank debacle seems to have been that the institution was not conducted strictly on the lines laid down by the Act, and if so, those responsible should certainly be brought to book. The situation as it was disclosed by the Curator's report resulted in a heavy blow to the general confidence in banks, in business and in general conditions. This menaces the safety and solidity of the entire community.

The state of mind of the general public was demonstrated by the rapidity with which a "run" developed on what was generally regarded as one of the soundest banking institutions of the country. For that matter, it might have taken place just as easily in connection with any of our banks. Like a flock of sheep, with no other foundation than vague rumors, people rushed to save their own skins, caring nothing of what might happen as a consequence.

The basis of our whole national life is credit and confidence. When they go, the whole structure falls to the ground. And the man who rushes wildly to save himself regardless of consequences to others, under to-day's circumstances is dangerous not only to the business world, not only to the country, but to himself. When he next seeks credit, it should be refused to him.

Business has had to contend with a succession of adverse conditions in the past two or three years, and the bank scare is almost the last straw laid upon its back. Let us have confidence in ourselves, let us have confidence in the shoe business, let us have confidence in this great country of ours.

DON'T ROCK THE BOAT.

In The Market Place

From the standpoint of personal comfort it seems rather too bad to call the weather of the past couple of weeks unseasonable. To some sections of the community it has been welcome. But to the man who is seeking to distribute fall and winter goods at retail it creates difficulties that had not been anticipated. Whether the volume of business to be done later will make up for the loss still remains to be seen. Meanwhile the man who had delayed his buying and had not received complete deliveries has an apparent advantage. This, of course, is exceptional and will quite likely be reversed in the spring.

Under the circumstances, the retail trade has not been complaining. A fair amount of business has been done on account of the fine weather, which creates some business, while it holds back other sales. This was characteristic of Shoe Week, when some men reported good business, others poor business, at the same time crediting or blaming the weather in both cases. A break in the weather, however, will be welcomed in most localities, as denoting the start of another active selling season. For at present a great many people are getting along with shoes which will not serve in wet or cold weather. Sales of rubbers will also be stimulated. A leading rubber man gave it as his opinion lately that rubber stocks in the average shoe store would not stand up under the first wet weather rush, and that a scramble for goods would result.

Wholesale and Manufacturing Conditions.

Wholesalers are finding a parallel condition. Orders are small, but in the aggregate of fair quantity. Heavy weather should stimulate movement of staple shoes in cities as well as in the outlying districts. At present the business is almost of the mail order variety for novelties or semi-novelties. Manufacturers are cleaning up fall runs. Some of them report considerable volume still to be filled, while others report quieter conditions. The fine weather has also held back spring placing. The dealer who should know to quite an extent what he will sell next spring, hesitates to place his order for even a fraction of his requirements. His only reason can be the general uneasy feeling and lack of confidence that is damming up business, and will continue to do so as long as it exists. Manufacturers can see no drastic change in styles ahead. Prices, in view of the new sales tax cannot change materially, while there may be some advantage in getting goods shipped prior to January first.

What the trade requires more than anything else is the development of confidence and courage—not the gambling spirit which caused so much difficulty and danger, but a fighting courage that will put business back where it should be. Too many men in all branches of this trade and other trades are living in fear and trembling. Optimism may be overdone, but at least most of the trade expect to be doing business this time next year, or say next spring. Until the European situation shows definite signs of clearing, Canadian business cannot go ahead very fast.

But there are certain numbers of mouths to feed, of bodies to clothe, of feet to be shod, and that means that the shoe trade can expect at least an average demand over any given period. The demand has been low for the past year, the balance of the year should bring the total volume up to quite an extent.

The Leather Situation.

A general view of the leather situation is given by the following survey by Mr. S. R. Wickett, of Wickett & Craig Ltd. Mr. Wickett has watched leather markets and methods in Canada for many years, and his views should be of great value. He says:—

“From what little we know of the leather industry we believe that we are better off in Canada than elsewhere in the world. This is not because of our protective tariff—for the Canadian duty on leather is ridiculously low.

“It is largely because of the careful and conservative manner in which Canadians tanners have handled the production of leather. Instead of a wild orgy of overproduction and the consequent failures and reorganizations, the Canadian tanners have tried to keep pace with every legitimate demand without piling up stock and boosting hide prices by incessant buying.

“Attention is frequently called to the fact that while hides to-day are lower than pre-war prices, leather prices are higher. This is so, and will necessarily continue to be so. That is, leather prices will be relatively higher than hide prices compared with pre-war times. As pointed out in your issue of October 1st. it costs six cents per foot more to produce case leather in the United States than it did before the war. In Canada the increase of costs is even greater, because we have heavier taxation and we have to import practically everything used in our industry including machinery.

“In the matter of the wage bill alone there is an increase of 80% over pre-war rates, and we think there is no present intention on the part of tanners to reduce the wages of their workers. Moreover, in most plants the working hours are shorter than in pre-war days.

“The following report regarding the largest U.S. tanneries should be a conclusive answer to those who say the tanners are getting too much for leather—”

Leather Company Affairs.

“Affairs of the big leather tanners continue unsatisfactory, according to current gossip. Both Central Leather and American Hide & Leather, the largest units in the industry are expected to issue very disappointing statements for the September quarter. Both will likely show large losses. This, it is said, is due to the process of liquidating finished leather purchased at higher prices.”

“The tanner is performing a useful service to the community. He is entitled to a fair profit. In many cases he has not been getting anything like a fair profit.

“We believe there is no Canadian industry more thoughtfully and economically managed than the tanning industry.

“The outlook for the future is for a continued steady conservative business, gradually increasing with the growth of our country, and improved conditions in Europe, regarding both of which matters we are very optimistic.”

Strictly Business

By Dr. Frank Crane

Why is there in all high-brow literature and the alleged best society and among many religionists a covert sneer at business?

The enthusiastic youth is quite liable to get the idea that there is something soiling, at least second rate, about business.

It seems to be quite grand and noble to be an uplifter or beautifier or loafer, provided none of these things is done for profit; but the minute a man makes a living out of anything he is supposed to lose cast a bit.

The trouble is that we live in a haunted world. Our civilization is ghost-ridden by the spectres of mediaevalism. All the nobles of the past were supposed to be supported by low-brow workers who got paid. When a man earned his salt in former days he lost standing among the best people and there is a good deal of that sentiment abroad yet.

As a matter of fact business is the keenest, finest, noblest, most wholesome and normal direction in which the energies of men can be exercised.

Life itself is strictly business. Life is certainly not a lark, as the wastrel thinks. It is not a tragedy, nor indeed is it play-acting of any kind, notwithstanding the views of Mr. Shakespeare as to all the world being a stage. And life is not a mere prelude to the hereafter, something to be gotten through with and gotten rid of, something unclean to be washed away by death and salvation. Life is business; that is to say it is most worth while when it is conducted on business principles in honesty, integrity, and with due regard of values.

Religion is strictly business. The best type of religion is certainly that which can be used, used to make life stronger, sounder, and more worth while. The best religion is not a mere Sunday performance separated by a water-tight compartment from the rest of the week, but if it is any good at all it is something to be employed constantly with good judgment and intelligent planning for the enrichment of the soul.

Politics is strictly business. As a matter of fact it is not but it ought to be. We should get along a lot better if we regarded the government of the state and the nation to be a business matter, conducted by business men for the benefit of the people. The great trouble with politics is that it is loaded down with unbusinesslike ideas. Traditions, prejudices, sceptic sentiment and the like. Politics contains too much flag-waving and cannon-shooting and not enough book-keeping and budget.

Even love is strictly business. Lovers would get along much better and families would be happier if they abandoned the unbusinesslike idea of trying to get something for nothing, and if they adopted the business principles of fair-play, good work and an honest wage.

Business is not sordid, selfish and crafty. In fact, the sharper, the side-stepper and the smarty, are the most unbusinesslike of people. The genuine business man is honest. His morality is four square. His conscience is on the job. And what religion he has consists in something that makes him do right and not something that makes him construct fancy theories.

The business man is ideal. No man can go very far in business who has not vision. He takes into account the spiritual values, the importance of character and all the higher values.

The business man is occupied in service. His claim upon the world is based upon the fact that he does something to help his fellow-man. He is not a parasite.

Business is interesting. It calls into play all of the faculties. It enables a man to give some decent and intelligent answer to the conundrum "Why was I born?" For if a man is engaged in feeding, clothing, transporting, informing or otherwise helping his fellow-man, at least he has some sort of excuse for living.

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The Stock System As A Buying Guide

Importance of a Stock System —How to Establish it—The Main Features.

IT is a regrettable fact that many retailers throughout the country operate their businesses on a guessing system. An intelligent stock-keeping system is unknown to them, and their only summary of stocks on hand, what to buy and what not to buy, is secured only by a general stock-taking once or twice a year. The merchant who lives in ignorance of his stocks, what is sold and what is left on the shelves; what lines are moving, and what lagging, is working in the dark; for it is practically impossible to assume knowledge of the daily and weekly profits and losses without the aid of some stock-keeping system, however, crude. The shoe merchant's profit depends on his ability to merchandise his goods successfully, which in turn calls for sales with a profit and sales at a fair percentage of turnover, together with correct arrangement and care of stock. The store layout, equipment and departments are closely connected with a successful stock-keeping system. They are the foundation on which the stock system is built. The matter of equipment of course, depends largely on the type of store and the field it serves.

The stock must be classified before any intelligent system can be established. This classification can be done to best suit the ideas of the merchant, but the basic principles should include the following: manufacturer, sexes and ages, retail value, style, size and width.

The successful stock-keeping system, should show at a glance the stock on hand, new goods received, daily sales, what lines are lagging and what lines are selling easily. The system should be simple, easily read and understood by the most inexperienced salesman. It is impossible here to give a general description of all the systems now in force, but a few ideas will be of value to the merchant who is thinking of installing a stock-keeping system of his own. He can then enlarge upon it to suit his own convenience.

The essential classifications are listed above. The next thing to do is to departmentalize the stock, dividing for example into children's, misses', boys', women's, men's, rubbers and hosiery. The men's and women's can be separated again into novelties, staples, high cuts and low cuts. The average store in the smaller towns and cities does not need an elaborate system that demands a special clerk and a whole day's time to look after it. Assume that you divide your stock in the seven above named sections, and number them similarly as follows: children's lines 100 to 299, misses' 300 to 499, boys' 500 to 699, women's 700 to 899, men's 900 to 1199, rubbers 1200 to 1399 and hosiery 1400 to 1599. When each line is placed in stock give it a number and if so desired give it a letter to indicate the date the shoe was put in stock. So far so good. A sheet now required should be a loose leaf sheet, size to suit the merchant, and ruled as follows. The heading should be "Sales Record", with the month. The first column

should list the sample number, and the next from whom purchased. Following this, there are five large columns, one for each week in the month and each column is subdivided into days. The columns are marked at the head, "first week", "second week", and so on while a smaller column is left in between each week for the total. The last column on the extreme right of the sheet is for "Remarks". This sheet is used for numbers of pairs only. The other sheet needed which should be in a separate book is called the "Monthly Sales Record" and is divided as follows. Sample number in first column, second column, name of firm goods were bought from, date in the third column and cost in the fourth while the fifth column shows the pairs received. The next five columns are sub-divided into six months from January to June, and each month is again subdivided into five weeks. The next column or twelfth in line is for the total pairs received, the next for total pairs sold, the following one for balance, and the last one is for "Remarks". Like the first sheet, this is used for number of pairs only. When the salesman closes a sale he writes down the number of the line, and other particulars, which are entered in the weekly sales record that night or the following morning. This is a simple operation and should not take over an hour each day to keep the record complete. The total sales at the end of the week are entered in the total column following the daily record, and are carried to the monthly record at the end of the week or month according to the policy of the house. This record tells accurately at the close of every day, week or month how each line has sold and what stock is still on hand. A system of this type is also an excellent aid to buying and also gives a day by day to a year by year comparison of sales. The number of pairs purchased in each line is recorded with the name of the firm who sold them, together with the cost in the monthly sales record. The manager or buyer of the firm is able at a glance to see what lines are getting low and what are shelf-warmers, and can order new goods to keep his line complete or arrange sales to move the dead ones.

Knowledge of goods, means better merchandising, and more sales and thereby increased profits. After a system has once been installed it can be enlarged upon to meet the growing needs of the store; for instance, the matter of adjustments, returns and lost goods can be shown on the sheets. An intricate or complicated system is not necessary but a record of some kind is essential.

These days when competition is keen and the life of styles uncertain, the shoe dealer cannot afford to run his business along hit-or-miss lines. He must know where he stands, what is moving, what is sticking in order to buy—or not to buy—intelligently. The next year or so is going to provide a test just as severe as the past one, and the man who is still in the shoe business two years from now will be the one who has chartered his course every day, and followed it.

The Shoe and Leather Journal will be glad to assist any dealer who is anxious to install or develop his stock-keeping system, either by the elaboration of the above outlines, or by advice and suggestions to the extent of our ability. We regard this as one of the services we can render that should be of general benefit to the trade.

In Appreciation

President Howard C. Blachford, of National Shoe Retailers' Association of Canada on National Shoe Week.

On behalf of myself and the officers of the National Shoe Retailers' Association of Canada, I wish to acknowledge the support given to the first National Shoe Week, by the manufacturers, wholesalers and tanners, and by the members of the retail shoe trade at large.

The widespread character of the response, and the Dominion wide efforts made by the trade are not only gratifying, but extremely creditable to the whole industry. At the same time, there can be no doubt but that an impression was made on the general public that will be of growing value—provided it is followed up properly. The united front presented by a business as far-reaching as ours, the fact that from many hundreds of stores the same story was told, must inevitably have impressed the value of shoes on the public, and caused many people to think about their shoe requirements to a greater extent and in a different light than ever before.

One of the many obstacles we shoe retailers must overcome is the tendency of the average man or woman to buy shoes as a last addition to the wardrobe, and at the lowest figures possible. Cheap shoes are desirable, but cheapness and low price are not always the same thing. It is up to the retail trade to educate the public along lines that will lead to a more satisfactory condition for buyer as well as seller. We can do this at relatively small individual cost if we all play the game together as we did during the recent National Shoe Week.

I regard the National Shoe Week of 1923 as having been well worth while, and highly successful as an initial effort. From the experience gained, it should be possible to work out methods which will eventually be of material effect in developing "shoe consciousness," to the end that more and better shoes will be worn by the public, and the business made more satisfactory, both from the standpoint of service as well as profit, to those engaged in it.

Howard C. Blachford.

Operating A Kiddies' Department At A Profit

Are Children's Shoes Harder to Sell than Adult Lines? Please the Kiddies and Please the Parents.

A LARGE red and green ball rolled across the floor followed by the pit pat of small feet. A little girl in blue, with a serious expression looked doubtfully at a black and grey rocking horse, and decided that it was safer to sit in a swinging chair in the door way. A shy little nipper contemplating the advantages of the rocking horse or a kiddie car. A tiny piece of girl who didn't want to go home. A sedate little miss sitting in a dignified style in a child's armchair. A masterful young man, whose mother had ordered high cuts for school wear, insisting on football boots. A mother describing to a clerk, her offspring's shortcoming on shoes. Rabbits, chickens, dogs, cats, painted on the walls in gay colors, picture books, play balls assorted sizes.

A toyland in a shoe shop, such was the writer's impression upon calling on a certain retailer who specialized in the children's trade. The children's day has come—and come to stay. No longer can

dash back to their play and playmates. Reverse the situation, play on the child's imagination, and the trip to the store for new shoes assumes a new aspect, one of pleasure, for the simple reason that the children's shoes department contains things that appeal to the child mind, namely play things.

Suppose a mother takes her child to a completely equipped children's department. The child becomes absorbed in contemplation of the numerous toys placed there for his or her benefit, and is willing to stay there until asked to go home. Meanwhile, the parent has time to explain her wishes on the child's shoe, the clerk by watching the child play around for a few minutes can form some judgment on the youngster's method of walking, and in many cases possibly suggest some improvement in the child's shoes that may prevent a troublesome foot ailment in later years.



The department catering to the young idea accomplishes several things of which the following are probably the most important. It occupies the child and prevents that restless spirit from interrupting the proceedings; it gives the parent time to talk and the salesclerk time to observe, the result being a better fit, a pleased child and a satisfied parent, which is, in itself, an ideal combination that assures future sales. The child will not forget and will insist that he or she be taken to the same store next time. The parent is satisfied because there was no hurry or flurry to the whole transaction; it passed off with the same ease as the buying of her own shoes.

The best way to establish a department of this nature is to keep it separate from the rest of the store. Some stores have arranged rooms over their regular store on the next floor, keeping the children's department isolated and giving the adult sections more stock space. The clerk or clerks in charge of this department should have a liking for children, and an abundant supply of patience, rounded off with a likeable disposition. It is suggested that the walls, higher than a child's reach should be decorated in bright colors, with animals that children are familiar with. On a raised platform place the chairs. The chairs, of course, will depend on what the retailer wants to invest in his venture. Individual child size cane chairs, upholstered in colorful animal covered materials have been found best. A few larger chairs should be set around for the use of adults. A rocking horse, a swinging chair, a couple of balls and a few picture books complete the picture. Do not keep stock in this room if possible, but have it looking as little like a shoe store as possible. One or two show-cases can be stood around with samples of stock displayed. This is the new era in children's shoe merchandising, and the dealer who adapts himself to new conditions is the man who comes through with his colors flying.



the children be dragged into the store, fitted with shoes and hurried off as of old. They now demand as much care and service as adults, and are perhaps just a little harder to sell. The manufacturers' specialization has perfected great changes for the better in children's shoes, resulting now in specialization on the retailer's part. The retailer of the present day, who is maintaining his sales quota in his children's department is the one who has analyzed the situation, studied his field and prepared himself accordingly.

The young child is a serious question. They do not understand the ways of adults—furthermore, they do not understand themselves. Being taken to the shoe store to buy shoes, does not appeal to the child as much as the skipping rope or the bat and ball. They are taken by the parents to the store, usually a little unwillingly with the result that the first pair of shoes they can wiggle their feet into is considered a fit. They are not influenced by the shoe store, there is nothing there to appeal to their eager minds, and they demand instantly to be released to



Some American Styles in Children's Shoes



CHILDREN'S SCHOOL SHOES

That Measure up to School Requirements

Which is saving a great deal for School shoes, the one that is an active wear from early morning till bedtime. But our children's shoes are designed with these specific aims in mind: good appearance and sturdy wearing qualities. They are built on lasts which insure plenty of comfort for growing feet. They are made of high-grade leathers and are fire-retardant. Send the children in our expert shoe men will fit them perfectly.

Girl's Navy Serge Bloomers

Adults at \$7.50, Childs at \$4.50, \$7.75 and \$3.75

LePage Bros. & Co.

1

Say!---

I'm

RAE the Shoe Man

...the shoe man who has been in the shoe business for over 20 years. He has a large stock of shoes for men, women and children. He is known for his quality and low prices.

Rae The Shoe Man's SATURDAY

Williams Work Boots for Men \$4.45 Pair

Growing Girls Patent or Good Metal Oxfords \$2.50 a Pair

Men's Dress Boots at \$4.85 Pair

Men's Work Boots \$3.95

Men's Dress Boots at \$4.85 Pair

Men's Work Boots \$3.95

Women's and Growing Girls Straps and Oxfords

Regular \$3.00 value, on sale \$2.95

Women's and Growing Girls Straps and Oxfords

Regular \$3.00 value, on sale \$2.95

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Regular \$3.00 value, on sale \$2.95

Women's and Growing Girls Straps and Oxfords

Regular \$3.00 value, on sale \$2.95

Women's and Growing Girls Straps and Oxfords

Saturday Morning Specials

8:30 to 12:00 am only

Boys' Williams Boots \$2.05

Men's Work Boots \$2.95

Men's Dress Boots \$3.95

Men's Work Boots \$3.95

RAE THE SHOE MAN

139-141 Hastings St. W. Opposite Province

8



"AVENUE" SHOES

are already well known by London's best dressed women.

Avenue Shoes are becoming an important demand that is only accessible by an unusual combination of advance style and moderate price per Avenue Shoe outfit all appreciations.

See the beautiful new Avenue Shoes featuring the latest strap effects and wide calves for fall.

\$4.95-\$5.75-\$7.50

DESIGNED AND MANUFACTURED BY J. A. McCaughan & Son

THE ROWLAND HILL STORE

2

RECEIVED!

Just In Time For Labor Day, a New Line of Men's Fine Shoes

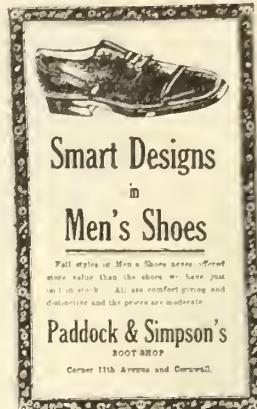
No. 1 Havana Brown, Chief Plain Toe on the new Manton last

WITHOUT A PEER FOR STYLE COMFORT AND QUALITY EVERY PAIR GUARANTEED INTRODUCTORY PRICE \$5.00 GET A PAIR FOR THE LABOR DAY SPORTS AT STELLARTON Special J. Bovee Black Shoe Polish For 15c GUARANTEED QUALITY

SCOTIA SHOE STORE

E. C. HENDERSON

3



Smart Designs in Men's Shoes

Fall styles in Men's Shoes are offered more value than the shoes we have just sent in stock. All are non-fretting and distinctive and the prices are moderate.

Paddock & Simpson's

Corner 11th Avenue and Central

4

THE NEW FALL STYLES

IN CHUMS SHOES

AIMS HERE.

Chums' shoes for growing girls of track and field athletes, made of the newest leathers, perfect fitting in Oxford, one and two toe styles, in all the popular styles with Gray trimmings, for play, schooling and for the school of street wear.

\$6.00 \$6.50 \$7.00 \$8.00

Chums' shoes for ladies in the fall, made of the finest leathers, perfect fitting in Oxford, one and two toe styles, in all the popular styles with Gray trimmings, for play, schooling and for the school of street wear.

\$3.75 to \$5.50

THE DEEGAN SHOE STORE LIMITED

Subsidiary to the J. A. McCaughan & Son

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100-102-104-106-108-110-112-114-116-118-120-122-124-12

The Ad. Critique

*Retailers are taking interest
—Steady improvement noticed,
but can be better yet.*

THE retailer is now paying more attention to his local advertising than he has ever done before. The speedy, anything will do attitude is fast disappearing, and in its place the system of why and wherefore is rapidly growing. Many merchants have so changed their ideas on advertising within the few last years, that they look upon money spent on advertising as an investment and not as an unnecessary expense. It wasn't so long ago that many dealers would say boldly in their advertisements what they dared not say over the counter. This stand of anything will do for the newspapers, has given away to the truthful and forceful type of advertising that is steadily building a paying trade for many shoe merchants. Old habits are hard to break, and we still find the old ideas of layout, mixed type faces and stereotyped headings coaxing us from our daily papers to buy fall shoes illustrated with a summer cut. It is such small and apparently indifferent details that we must overcome. Cuts set off the square, sideways and upside down will not do. You would not show a shoe that way to a customer in the store. Well, then, why do it in the advertising? The store influence must, if possible, be carried into advertisements, to such an extent that the reader will desire to do business with you. The indifferent advertisement gives the reader (if he or she bothers to read an indifferent ad.) the impression that the store and its service would be run along the same lines. It is these details that tell the tale as much as catchy headlines or the alluring price. Of the ten advertisements illustrated on the next page, three of them suffer from cuts mounted wrongly on the block and three or more from mixed type faces. You would keep your windows clean then keep your ads. clean, and tidy for the readers see your advertisement with the same eyes they see your window. In other words, a clean window and a messy advertisement won't keep the "Old National" ringing.

No. 1. A commendable example of a well set, well laid out advertisement for children's school shoes. The white hand lettering on the black background, stands out, and gets the attention of the parents when reading the paper. The only improvement we would suggest is that the main body of copy be set in two columns, it would have made it easier to read.

No. 2. This is an acceptable advertisement, but it would look better if the manufacturer's name and address had been set smaller. The type faces are O.K. and the prices are well displayed. An advertisement of this nature should pull business.

No. 3. Four type faces, too many capitals and an indifferent printer have combined to ruin this attempt. One type face throughout, without the solid lines of capitals would have improved its looks and its reading 100%. The price does not stand out but has to be looked for, and the reader mightn't have time to look. The printer with an eye to his customer's interests could have saved the selling life

of this advertisement.

No. 4. One shove higher and this cut would be rolling on its side. The printer should have checked that up, if the advertiser did not get a proof. The type faces are all that could be desired, though the main display head need not have been so large. The copy says that the prices are moderate but does not say how moderate. A description of the shoe and the price would have had more effect.

No. 5. Outside of the fact that mixed type faces have been used here, this is really a very good advertisement. The copy itself is fine. It tells everything even from materials to prices. It tells you why their shoes are worth what they are asking. An advertisement as complete as this one, should certainly pull business for the store.

No. 6. The man's shoe cut in this advertisement is set off the square but aside from this the ad. on the whole is a good one. The fact that each feature is panelled off, and priced in bold type makes it easy to read without loss of time and temper. The absence of too many capital letters is encouraging. This style of advertising should pay its own freight.

No. 7. The story told in this advertisement is short. There is no waste reading. It could, however, show a decided improvement by re-arranging the type. If the five lines of capitals had been set in lower case, and centred it would have had a better reading effect than it gives now running all over the space as it does. With very little effort the printer could have made a very attractive advertisement from this material.

No. 8. "Say."—stands out like payday, you can't miss it. As an eye catcher it is a real good one. The typography is good, and the placing of cuts and descriptions and prices, shows that some thought and effort has been put into the composition. Two or three cuts are set at the wrong angle, but outside of that, the entire advertisement is very pleasing and should have something to say in the advertiser's sale records.

No. 9. Many compositors and ad. writers do not seem to grasp the essential points of composition. In this advertisement we have a heading as follows "Look Out Ahead" on the left of this, there is a cut of a man and a rubber boot. With the heading and cut in the position they are now, there is nothing to tie them together. They are unconnected for the simple fact that the cut is looking out of the advertisement and for this reason the selling power of the advertisement is greatly diminished. Transpose these two features and see what you get. The man is then looking at the heading, the story is the right way around, the illustration of the idea is better and will certainly convey your meaning to your reader more quickly, the same is true of the other. It is always best, if it can possibly be done, to have the cut facing into the advertisement and not out of it.

No. 10. White space has a lot to do with the clean cut appearance of this advertisement. Prices and descriptions leave nothing unsaid, and the careful typography makes them easy to read. This type of advertisement should carry a good impression as it gives the reader the idea that the store behind the advertisement is a bright and business-like proposition.

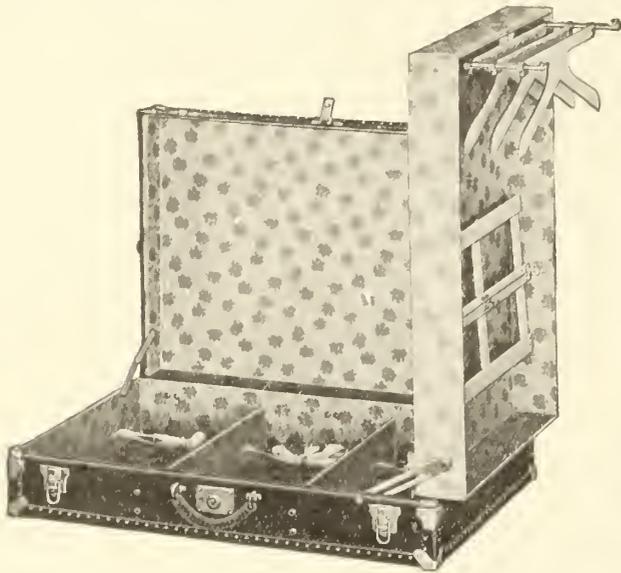
Some Luggage Notes

Seasonable Sidelines Help Build Volume.

THERE are certain seasons of the year when people are either moving around and require travelling goods, or when gifts of this nature are particularly acceptable. We are approaching the Christmas season, when the gift problem looms up before us. The shoe

are limited, almost in the nature of a line of samples, as many sales are made from catalogues and shipped from factory or warehouse stocks. The lines do not go dead over night, but in general will realize the full retail price originally set. Yet from time to time additions or developments are made in the line which give the enthusiasm of the salesman a fresh start.

Travelling goods are roughly divided into the three classes, bags, cases, and trunks. The first ranges from the small, dainty week-end bag for ladies, through various sizes and styles of club bags, to heavy bags with the capa-



dealer finds difficulty in cashing in on this season to the same extent as some other merchants. He is becoming, however, the recognized distributor of travelling goods, and can use that department to good advantage during November and December.

In many cities and towns, shoe dealers have taken up the question of travelling goods. It provides a rest, so to speak, from the continual style pressure in the shoe business. It is closely allied to it in many ways, and is a natural field for the shoe man to enter. Stocks required



city of a young trunk. This range is always saleable, as is the standard suit case. Recently the enamelled duck covered suit case has become quite popular, particularly for ladies. It has always a bright, clean appearance, and lends class to the traveller. It may be plain, or fitted with an expensive lining, pockets, and toilet articles. Medium sized cases for ladies in cobra grain cow hide have been growing in favor. Attractively lined, they have capacity for quite a trip, yet are light enough for a woman to handle without difficulty. At first brought out to sell at \$25.00 to \$30.00, lower-priced cases, at \$13.00 to \$15.00, will help popularize this line.

Another development is the wardrobe suitcase, the smaller relative of the wardrobe trunk. Strongly yet lightly constructed, it carries three men's suits or five to six women's gowns on hangers. Provision is also made for other articles of clothing in compartments. It serves all the purposes of a wardrobe trunk for a short trip, preserves the clothing in unwrinkled condition, and yet is not too unwieldy to handle.

Trunks of course range from the low-priced plain articles to the complete wardrobe trunk equipped to care for clothes, hats, shoes, toilet articles, with dust curtains, ironing board, and everything that makes for comfort and neatness in travelling. The vogue for wardrobe trunks is constantly growing. The man or woman who has once used one for travelling is "sold" on the idea. As a result, the volume of business has been increasing. Made originally to sell at close to \$100.00, the average has been lowered to meet a popular demand in the neighborhood of \$50.00.

(Cuts by courtesy M. Langmuir Mfg. Co. Ltd. Toronto).



Show Cards For November Selling

November the Month for Selling Heavier Lines—Rubbers, too should be Good Sellers.

THE month of November is one in which the heavier lines of footwear should be more actively featured. The cold weather with the prospects of colder weather and snow in December will naturally create a demand for shoes that will stand the severity of the month. This is particularly true of trade in the smaller towns and districts where mud is more encountered than in the larger towns and cities. This weather condition will also create a demand for rubbers both for general wear and those used for heavy outside work.

There should be no necessity for special sales during November unless one should be caught with an unusually large stock of some line that should have been sold sooner. So the month will mean a steady pressing of sales of regular lines in all departments.

To give a little assistance in this selling we have designed a few show cards that should be helpful in calling attention to your goods. Of course these are only suggestions and while the wording may not fit your particular need they may offer some help from which you may be able to adapt something that will be in line with your requirements.

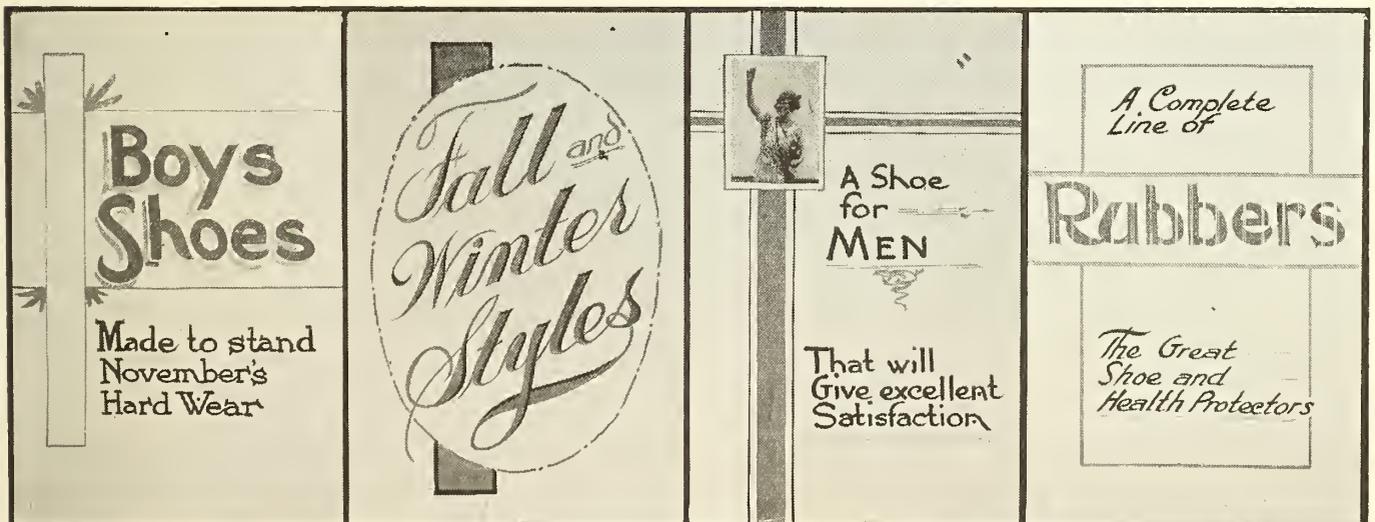
The Fall and Winter styles card is an illustration of one for your best lines, and will apply to either men's or women's shoes. This card should be used in a window display of these goods. The card is not difficult to make. The best way to make the oval is to take a piece of stiff paper and fold it once each way. Then cut it the half the length and half the width you want the oval. This will bring it to a quarter of the size of the oval only it will be square in shape. With a pencil trace the quarter oval on it and hold it firmly and cut this quarter section. Then open the paper and you will have all four quarters the same or the complete oval. It may require a little trimming in which case it will be better to fold again and trim where needed. This will

make all four sections the same. The panel at the back of the oval should be done in a contrasting color with the tint of the card. For example, if the card is brown this panel may be black or white or yellow. The oval may also be of one of these colors. The sample is on a white card and the oval is in grey and the panel in a darker shade of grey. The letters are in red and shaded with black.

The Men's Shoe card is for a display of high class lines for men's wear. The picture is cut from a magazine and while it has no direct bearing on footwear it has just that little touch of attractiveness that will draw attention to the card and its message. The pose of the young lady in the picture is one of hailing you to look at her or the card. This was cut from a camera ad. and many similar pictures are to be had easily from magazine advertising. The bands at the back of the picture will look well if the centres are in pale blue and the outside lines in black. The lettering is all small and plain but reads easily. It is in red but will look well if done in black.

Parents will find that the month of November is one very hard on boys' shoes. There are always many wet and muddy days that are very hard on leather. Those who handle boys' shoes should emphasize the fact that they have shoes that will stand the test of November weather. The card shown is for this purpose. The two lines across the card make a section for the words "Boys' Shoes" that stands these two words out very prominently. The little panel down the side gives a little relief to the plainness of the card. The large letters will be very attractive if done in bright red and the small letters look well in black. If the lines are done in grey they will be plenty strong enough and the entire effect will be very satisfactory.

The Rubbers card may be used continually or with a display of these goods. If used continually it should be posted in the store if the window does not have a suitable back on which it may be placed without interfering with other displays. The design is an example of panels which are literally straight lines. The small lettering is in black and the large letters should be in bright colors. Red or blue will look well. A good effect would be obtainable with this card were it done on colored stock. Or if done on a brown card and a strip of white run across for a background for the word Rubbers it would be very attractive.



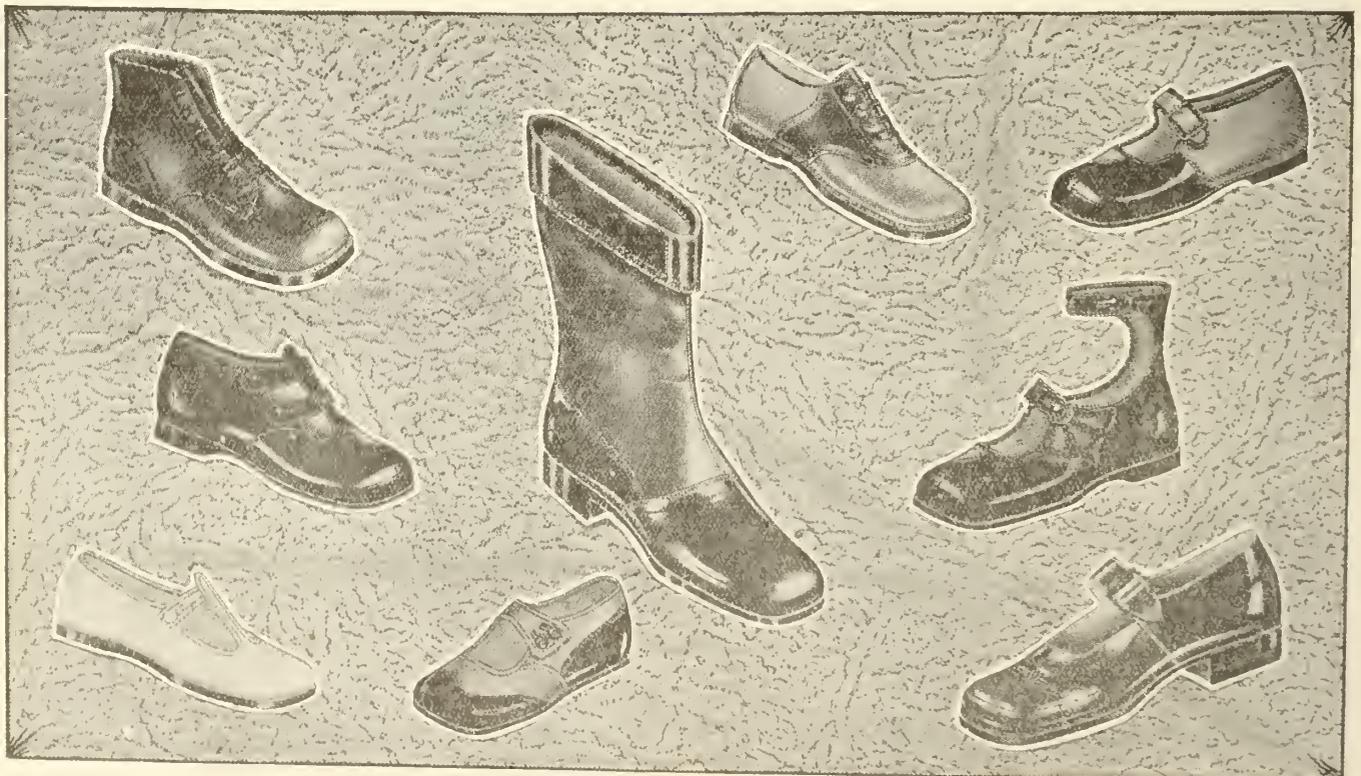
A Remedy Wanted

A RECENT canvas of some of the leading retailers carrying children's shoes brought to light the fact that this branch of the shoe trade is not progressing as it should. Even though there seems to be the same percentage of children needing shoes, the average dealer's sales record of his children's lines is not in fair comparison with the prospective demand. In answer to the Shoe and Leather Journal's question of "What's wrong with the children's shoe selling?" the blame was, as usual, laid at several doors namely, the people have no money, prices are too high, and that departmental stores and mail order houses slash prices, undersell the individual store, and still make a profit. A few years ago, when parents had no set ideas on children's footwear, they bought practically anything that was offered them, but in recent years, the manufacturers' specialization of the child's foot needs has created such a numerous and varied range of shoes for the coming generation that the parents now have set demands for their youngsters' shoes as they have for their own.

To meet this new and important growth in their trade, many shoe stores established children's departments, carefully decorated to please the fancies of children. Mail order houses and departmental stores were not slow to see this growth with its possible outcome, and immediately set out to capturing the lion's share of the trade. Meanwhile, along with specialization on finer lines of children's shoes by the manufacturers, had come not only higher quality, but higher prices. The price of children's shoes rose steadily parallel with the adult lines, and in some cases exceeded adult lines. The come back that the public have no money is old and perhaps true, though the theatres, movies and ball games still do a rushing business. A lady and her daughter recently visited a store in Toronto that paid considerable attention

to its children's lines. This lady wanted a growing girl's shoe for her daughter, and when the saleslady asked \$7.00 for them, she opened her mouth in surprise and eventually remarked that her husband had purchased a "splendid" pair of men's brogues for \$5.00 the day before. While we question the use of the word "splendid", it is on prices rather than quality and wear that the public seem to dwell. This customer purchased the shoes for the child, however, but it stands to reason she is not satisfied, and that that particular pair of shoes is going to last as long as they can be made to last. That woman and her husband know nothing of the inside workings of the shoe game, so they can be taken as a typical family of footwear buyers who cannot understand why a man's winter brogue of a certain type should cost \$5.00 and growing girl's \$7.00. They consider the comparison unfair, and while they believe that, they will economize on their children's shoes or go to the bargain houses.

One of the serious problems of the city retailer is the departmental store. The small man cannot play the game as they do. With capital at their command, they can buy up bankrupt stocks, fire sales, floor goods, etc., at low figures, put them on their tables and sell at a profit. From the woman's point of view, one lady put it like this: "The average woman has not much money to squander. She probably has a five dollar bill, and with a few articles to buy she naturally goes to the best market, usually down town, where she buys as closely as possible and proceeds to make a day of it." A visit to a large departmental store recently disclosed in the children's shoe section of their regular shoe department, six tables displaying kiddies' and growing children's shoes, from \$1.00 up to \$4.50. These were not in the bargain section, but apparently the regular prices. This is the sort of thing that makes it necessary for the small retailer to strike out at a different angle in order to succeed.



Archgrip

"Grips the Arch"

Preserves - Corrects - Prevents



In Stock
No. 9617--Last 57-- \$5.50

When Service is Profitable

The Satisfaction that comes from rendering a customer real service, which she will appreciate, is just so much the greater when the transaction has been profitable to you.

Archgrip shoes give you that feeling.

Made by men who know, of highest grade materials, on lasts that fit, they

are comfortable and healthful, yet have the grace, beauty and style your best trade demands. You can guarantee satisfaction.

They are profitable to you, because they are carried in-stock at the factory, they do not depreciate on your shelves, and they sell at profit making figures.

Ask us for Dealer's Helps and Advertising Matter

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx - Archgrip - Georgina

SHOES FOR WOMEN

80 TO 94 SHERBOURNE ST

Toronto

FOURTH SEMI-ANNUAL EXAMINATION

For Retail Shoe Merchants and Shoe Salesmen

A Practical Test of Efficiency in Salesmanship open to all who sell Boots and Shoes. These are problems you may have to meet any day.

WHAT WOULD YOU DO?

EXAMINATION QUESTIONS.

1. If a customer brings in a pair of shoes purchased a week or two previously with the soles badly burned, claiming they were never near the fire and requesting another pair in exchange, what would you do?
2. If a customer pays a deposit on a pair of shoes and, in a day or so, when paying the balance claims the price quoted originally was a dollar less than that asked in settlement what would you do?
3. If a woman brings back a pair of grey buck shoes with grease spots on vamp, claiming they developed in the leather, how would you handle the matter?
4. You have a male customer who is fairly well to do and he insists on buying the same shoes every six months or so, how would you proceed to get him to enlarge his shoe ideals and needs?
5. When a customer is inclined to talk politics and is on the other side of the fence from you politically, how would you handle him so as to make the most out of this propensity?
6. How would you handle a woman who comes in to buy a certain shoe that she has seen on someone else—say a cross strap—and you have something you think will suit her better or as well?
7. If you have a fairly good range of style shoes what is the best way to side track people who come in asking for fads that your judgment has led you to pass up in buying?
8. When a customer says she saw the same shoe you are showing her in a departmental store catalogue at a dollar less, how do you handle her?
9. When a customer brings in a shoe for exchange that was bought at another store how do you meet the situation (a) if you have the same line in stock (b) if you have not?
10. When a man insists on a pair of light side leather shoes when you know that a good solidly made grain shoe will give him better service and satisfaction what course do you take?

CASH PRIZES.

<i>Highest Marks</i>	\$25.00
<i>Second Highest Marks</i>	\$15.00
<i>Third Highest Marks</i>	\$10.00

PASS WITH HONORS

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

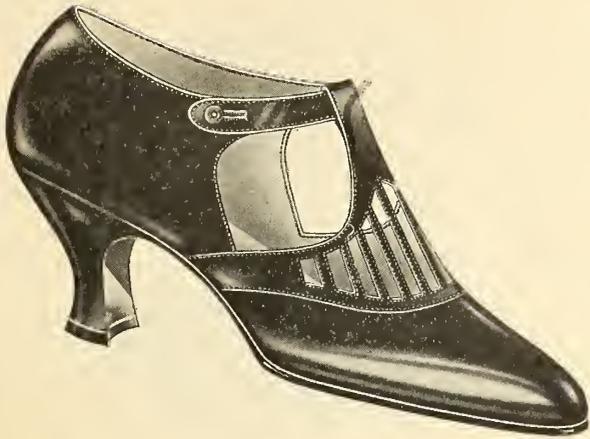
OPEN TO ALL

While this competition is intended to encourage clerks to take an interest in salesmanship, it is open to proprietors as well as clerks, and whether they are subscribers to the SHOE and LEATHER JOURNAL or not. Marks will be given for practical ideas rather than for literary skill. It is the ideas that count. Never mind your style.

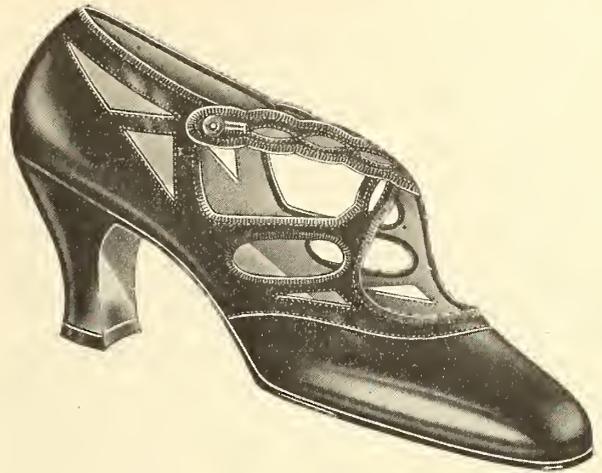
COMPETITION CLOSES DECEMBER 1st.

Competition will close Dec. 1st., and awards announced Dec. 15th. The Committee of Award will be three—two retailers and the Editor of the SHOE and LEATHER JOURNAL. Address all papers to:—

Salesmanship Department,
SHOE AND LEATHER JOURNAL,
545 King Street, West, TORONTO.



One Strap Cutout
by Gagnon, Lachapelle & Hébert



Cross Strap with Cutouts
by Gagnon, Lachapelle & Hébert



Combination Oxford Outing Shoe
by Columbus Rubber Co. of Montreal, Ltd.



One Strap with Cutouts
by Kingsbury Footwear Co.



Cross Strap Cutout
by J. A. McCaughan & Son



Two Strap Outing Shoe
by Columbus Rubber Co. of Montreal, Ltd.

New Styles by Canadian Manufacturers

The
GAGNON BROTHERS
LINE

SUPERIOR INDIAN SLIPPERS

Add These Trade Winners to Your Stock

Jack Buck Moccasins, Horse Hide Moccasins, Indian Slippers, Snowshoes, Canvas Canoes, Paddles, Sweet Hay Baskets, and all kinds of Indian Curiosities.



Our popular productions in Indian Slippers have all the attractiveness of exclusive novelty patterns and all the satisfying qualities of maximum comfort and wear.

Our Moccasin Lines have the superior trade winning features that boost winter sales. Your enquiries are respectfully solicited

GAGNON BROTHERS

LORETTEVILLE

QUEBEC

Buying Now

from the Huron Glove Company's Lines of Moccasins, Indian Slippers, etc. means

Fall and Winter Profits



"BIG CHIEF" CAPTURES THE TRADE

"Big Chief" Brand Moccasins are so well made, from such good material, that in both fit and wear you can **DEPEND** on them to satisfy and hold the trade of the most particular moccasin wearers. Showing a complete range of Moccasins in **JACK BUCK, ELK and HORSE HIDE.**

INDIAN SLIPPERS—DAINTY and COMFORTABLE

Made in patterns of outstanding beauty—superior workmanship in every line. The ideal footwear for Holiday Gift purposes.

Order from our complete lines now

Holt, Renfrew & Co. Limited

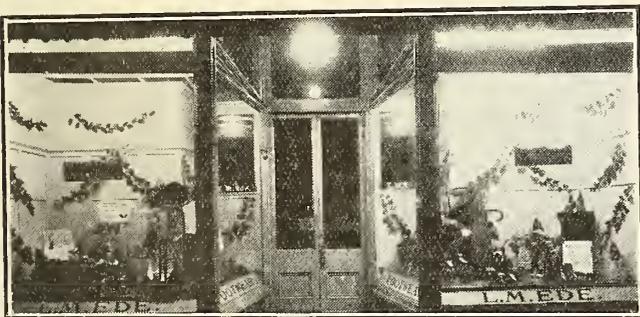
Quebec

Shoe Week Prize Windows

*Typical Shoe Week Windows—
Well Dressed from a Sales and
Appearance Point of View.*

THE entries in the National Shoe Week Window Display Contest have again proved that there are some real artistic window trimmers in the shoe trade. The judges, whose duty it was to decide the prize winners, had some close reasoning to do to justify their job. The photographs received showed some very attractive windows,—typical Shoe Week Windows, where the trimmer had caught the spirit of the thing. Most of the windows had been dressed with an eye to sales and appearance. National Shoe Week cards and literature has been used freely, in conjunction with the contestants' own window cards. The windows are on the whole attractive and pleasing to the eye, and the use of price tags has not been stinted. The judges after a close study of the submitted photographs made the awards as follows:—

1st. prize—Mr. L. M. Ede, Woodstock, Ont., \$15.00



1st Prize, L. M. Ede, Woodstock

2nd. prize—Boyer Shoe Store, Sudbury, Ont., \$10.00.

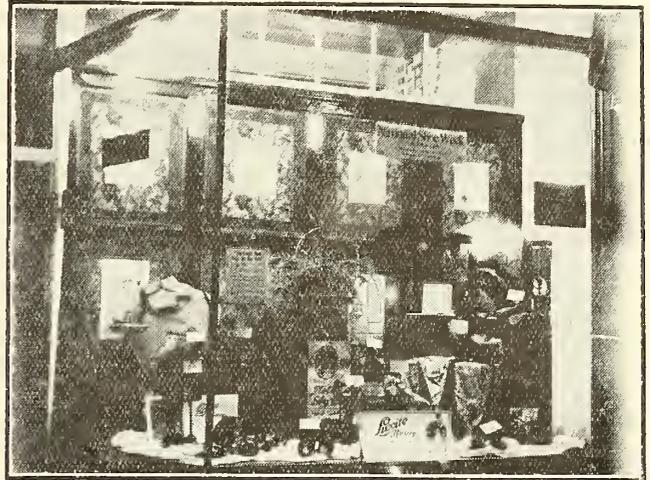
Honorable Mention—Mr. Ralph Miller, Prince Albert, Sask.

Pictures of the prize winners appear below, and the description of the prize windows as supplied by the contestants is as quoted. Owing to shortage of space, photograph of Mr. Miller's store will not appear until our November 1st. issue.

Mr. L. M. Ede, of Woodstock, says in part: "The photo shows most clearly the arrangements of the windows. The chairs, coat, etc., were kindly loaned by neighboring stores, and we re-arranged the display three times during 'Shoe Week.' The windows brought a great deal of favorable comment from the public, and were a distinct force in creating sales during 'Shoe Week'".

From Boyers Shoe Store in Sudbury, the following details are of interest to window trimmers: "Background of eight panels of brown leaves with blue birds. The window is made to represent a dressing room, with a small rug on the floor and a white plush front. At the side is a lady's dresser with white ivory set, displaying candle sticks, a photo of Agnes Ayers the actress, also a pair of shoes with stockings to match. On the seat is a lady's yellow

breakfast gown and displayed on same are a pair of black satin shoes with hose to match. On the floor is a picture of Betty Compton, the actress. At the back is a pedestal with basket of fern and a card 'Fall Style' with picture of Mary Pickford. In front we had a rest stool with one pair of shoes displayed



2nd Prize, Boyer Shoe Store, Sudbury

with a card on hosiery. At the side was a gentleman's chair, with a smoking jacket and a pair of black oxfords, (brogues) displayed with socks to match. Beside this was an ash tray. All shoe displayed were priced with a neat ticket of light green with the figure in blue. All ladies shoes were given the name of an actress.

"This window was got up by Miss Phiney Quinn, employed by Boyer Shoe Store, Sudbury, and we had all kinds of comments from people, saying, it was the best they have ever seen in Sudbury. It certainly brought us trade."

CLAIMS AND RETURNED FOOTWEAR.

The Shoe Manufacturers' Association of Canada has adopted the following statement of policy with regard to Claims and Returned Footwear, and is submitting this to the Associations of Wholesalers and Retailers with a request for their consideration. It is believed that the observance of the policy will go far towards reducing the abuses which have become a serious evil in the shoe trade.

"Members of the Shoe Manufacturers' Association of Canada carefully inspect all footwear before it leaves their factories. They cannot accept responsibility for damage from subsequent accident or abuse.

No claim will be considered unless footwear is returned to the factory.

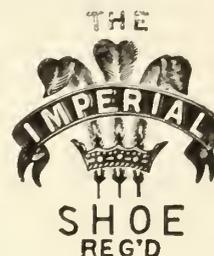
No claim will be allowed if the footwear has been worn, except in case of defects arising from faulty workmanship or other causes within the control of the manufacturer. If, upon examination, it is found that there have been such defects, the shoes will be repaired or credit allowed, at the option of the manufacturer.

No allowance will be made for more than the purchase price, less a reasonable deduction on account of the service which the footwear already shall have given.

No allowance will be made on patent leather and fabric footwear, except in case of defective workmanship in the manufacture of the shoes."

J. A. McLAREN COMPANY LIMITED

IMPERIAL BRAND for FALL SELLING



OUR stock of seasonable footwear is extensive in range and in such shape that we are able to fill RUSH orders promptly and our Imperial Brand Shoes for men and women are of high standard and the most up-to-date styles.

Romeo and Everett Slippers

MEN'S CHOCOLATE and BLACK ROMEOS, and EVERETT SLIPPERS with turn sole or machine sewn, of good grade stock and at reasonable prices, on hand for immediate shipment.

Hockey Boots

Our range of HOCKEY BOOTS consists of honest shoes well made from good stock, with and without ankle support attachment and covers all the real live styles and grades required so much at the right time.

"Superior" Brand Felt Footwear

We have a complete range of "Superior Brand" Felt Footwear in heavy felt shoes as well as the dainty boudoir slippers; also good reliable Oil Tan Moccasins, Horsehide Moccasins, Buck and Moose Moccasins for the out of door worker or winter sports.

Independent Rubbers

All lines Independent Brands of Rubber footwear in Heavy Lumbermen's and Fine Over Rubbers.

Prompt and careful attention given to all orders

J. A. McLaren Company Limited
30 FRONT STREET, W. TORONTO

Useful Information

Suggestions and Facts Given to Public by Shoe Manufacturers

DURING the recent Shoe Show at the Canadian National Exhibition, the exhibitors distributed leaflets containing information about shoes and their care of great value to the public. This should be of interest and value to the retailer in his dealings with customers. For that reason we quote the following extracts from the leaflet.

How to Buy and Care for Footwear.

Canadian-made boots and shoes are of honest materials and skilled workmanship and are equal, grade for grade, to the best made anywhere in the world. Moreover, they are obtainable at considerably lower prices than imported footwear. Buy good shoes from a reliable dealer and make certain that your feet are fitted correctly before you leave the store. Do not attempt to force a foot into a shoe which is too small; good footwear can be ruined in this way. The use of stretchers may weaken the fibres of the leather or cause other damage. Canadian factories produce shoes in a complete range of sizes and widths. There is Made-in-Canada footwear for every Canadian need and every Canadian foot.

Footwear should be in keeping with other wearing apparel. Do not attempt to make a single pair of shoes serve for every purpose. Boots and shoes suited to all occasions, conditions and weathers are obtainable and appropriate footwear is as important as any other article of dress.

The best footwear may prove unsatisfactory if it is abused. If reasonable care be not given, the wearer alone is responsible. Regular use of shoe trees is a great aid to retain the original shape and good appearance of shoes.

Good shoes are worth repairing, if sent to the repair shop as soon as they require attention; but in many cases money spent for repairs might better be used toward the purchase of new footwear.

Care of Leather Boots and Shoes.

Good leather is a wonderful material and has nature-given qualities which make it peculiarly suited for footwear. But proper treatment must be given. The wearer ought to change from wet shoes as soon as possible. Wet leather is liable to stretch out of shape. Stitches cut through it easily. Wet soles and heels wear away rapidly. Leather burns readily, and much more readily when wet. Do not put leather footwear near heaters, radiators, or hot gratings. Shoes, especially if damp, will burn even on the feet at a temperature which is not uncomfortable to the wearer. If the sole or upper leather cracks, the probability is that it has been burned.

Shoes ought never to be worn unless thoroughly dry. When leather footwear becomes wet and is dried too quickly and without proper attention, it shrinks, becoming hard and misshapen. To dry wet boots and shoes, wash off all adhering mud and grit with tepid water, and in the case of work or rough shoes, at once oil or grease them. Straighten the counters, heels, vamps, and tops to the proper shape, and put the shoes on shoe trees or stuff them with

crumpled paper, which helps to hold the shape and shortens the drying period. Then set them aside to dry at the normal temperature of the room.

Some feet perspire more than others, but after a day's wear there almost always is some moisture in a pair of shoes. If the shoes do not dry out thoroughly before they are used again, the continued dampness and acids in the perspiration tend to rot the shoe linings and the fibres of the leather. The United States Government offers this excellent advice: "An economical plan is to have two pairs (of shoes) which are worn on alternate days, thus permitting each pair to become thoroughly dry between the periods of wearing them." Two pairs of shoes worn alternately will give more than twice the wear of a single pair worn every day.

Shoes for street use should be kept clean and polished. All dirt should be removed before a polish or dressing is applied.

Patent Leather Shoes.

Patent leather again is popular for dress wear. Scars in the varnished surface of patent leather may be caused by an impact with any hard object, and even a light scraping will dull the polish. Excessive cold frequently causes a "checking" or fine fracture of the varnish. It is desirable especially in cold weather to warm a patent leather shoe slightly before pulling it on the foot. Patent leather shoes always should be on the feet for a sufficient time to allow them to be warmed, before the wearer goes out-of-doors when the temperature is low. This can be done by placing them in a moderately warm place, or even by warming the vamps with the hand. For removing stains on patent leather a little warm water and castile soap may be used and the shoes then dried and polished with a soft cloth.

Heavy Work Boots.

In the case of boots for use on farms or in heavy outdoor work, a regular cleaning, together with a periodic application of grease or oil, will keep the leather soft, pliable, and practically waterproof, whereas leather which has been dried and hardened wears away more quickly, is uncomfortable, and absorbs water readily. All boots worn in mud or damp should be kept well oiled or be greased semi-weekly. Periodic treatment of farm boots with a good grease preparation affords protection against the ammonia and acids around a barnyard. Oil or grease should never be applied until after the boots have been cleaned thoroughly.

Leather footwear when not in use for any considerable time ought to be kept on shoe trees in a well ventilated, dry, light place, to avoid mildew. If mildew develops, it may be wiped off with a moist cloth, after which the shoes should be allowed to dry thoroughly.

Felt footwear should be purchased one size larger than the leather shoes usually worn. Like leather, felt is liable to damage by burning or too rapid drying. It will shrink after being wet and should be allowed to dry slowly, at the normal temperature of the room, preferably on shoe trees. Felt footwear is subject to attacks by moths and when not in use for any considerable period, ought to be protected in the same way as other articles of wool.

Hydro Solid Leather Shoes Built to Stand the Wear



When you buy shoes from Hydro City you buy solid leather shoes as good as can be made, for materials, workmanship and comfort—When you sell a Hydro City, you sell that foot ease so necessary to the outdoor worker. When you buy Hydro City, you buy safe, therefore you can sell with confidence.

Their quality sells them and keeps them sold.

**Hydro City Shoe Manufacturers
Limited**
Kitchener, Ont.

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 Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

BRANCH WAREROOM
553 St. Valier Street, Quebec City
RICHARD FRERES, Agent

Arch Support Shanks

Our thoroughly equipped die department has made it possible for us to meet the tremendous demands for Arch Support Shanks.

Don't forget we manufacture dies in our own plant and can produce any special design of Shank you require from your pattern.

We also manufacture a full line of Leatherboard, Steel and Combination McKay, Turns and Welt Shanks.

Write for prices

The H.W. Steel Shank and Specialty
Company - Limited
PRESTON ONTARIO

Some Thoughts On Salesmanship

WE are indebted to Mr. F. A. Macnamara, of Guelph, for the following thoughts on "The Science of Salesmanship":—

"In order to have a satisfied customer, a salesman must first get the confidence of the customer, and that is procured by right thinking on the part of the salesman.

"For instance—the selling of shoes to women is generally considered most difficult. When a woman is entering the store say to yourself, 'This woman is going to buy a pair of shoes and I know that I can sell her a pair of shoes.'

"You greet the customer pleasantly, saying, perhaps, 'Something I can show you?' Ask her to be seated. After removing her shoe, measure her foot with the measuring rule. While examining the old shoe, notice size in the lining,—make a remark similar to the following,—'These shoes are large for you.' Ninety-five per cent. of the women will reply, 'Yes, they are much too large.' Then ask her if she has any preference as to style, etc.

"After fitting the preferred shoe carefully, ask her to view the result in nearby mirror. When she is doing so, say to yourself, 'That is a well-fitting shoe and conforms perfectly to the shape of the foot.' (That is right thinking.)

"As an example, the seeing of sample shoes, the salesman knowing the sample shoe to be of the very best quality and workmanship, confidently makes a sale to a satisfied customer. (That is right thinking.)

"This mutual confidence between the salesman and customer should exist at all times.

"In order to close the sale let your customer feel that you are entirely at her service, and in a brisk, business-like manner, without undue haste or pressure on your part, say to her, 'Will you wear them?'

"While shoe salesmen know that it is an easier matter to sell sample shoes than the regular stock, the above procedure will, generally speaking, apply to all sales.

(1)—DON'T When a customer enters the store, in an indifferent, curious manner, say to

yourself, 'I wonder what this old bird wants.'

(2)—DON'T Tell her to 'take a seat' and say, 'What size?'

(3)—DON'T When the customer views the shoe in the mirror, say to yourself, 'Gee, that's a punk fit,' or 'She's got punk taste.'

(4)—DON'T Under any circumstances let the customer feel that she is under any obligation to purchase, even though she may have taken up considerable of your time and patience.

"Earnest desire on the part of the salesman to honestly serve his customer, as well as to further the interest of his employer, combined with a scientific knowledge of salesmanship, cannot but produce right thinking, and this is the guiding star to Success."

The extensive alterations recently carried out in the store of Messrs. J. H. Sutherland & Bro., Kingston, have improved it considerably. The business portion of the store has been considerably widened on both sides by the taking out of the old stone arches and the substitution of iron girders, while the store has also been deepened about thirty feet. Windows have been placed in the rear of the store, greatly increasing the light and ventilating facilities. The basement of the store has also been entirely remodelled and facilities made for the reception and storage of stock in this part of the building. The interior of the store has been re-decorated throughout, and the lighting system thoroughly overhauled.

J. E. Samson, Enr., one of the oldest and best known shoe manufacturing concerns in Quebec, noted for their lines of staple footwear and sporting shoes, have recently branched out into the production of Women's Lines and have established an additional factory for this purpose. In this new plant they will make a complete line of Women's Medium McKays, Imitation Welts and Mock Turns, and will also specialize in a line of cushion sole shoes for women. These new lines will be up-to-the-minute in point and style, the newest lasts and patterns being featured, and it is the policy of the Company to carry on the production of these shoes so that they will be outstanding as quality footwear at a medium price. The methods and standards that have been responsible for the success of Samson staples and sporting shoes and for the sound growth of the Company, will enable the trade to place full confidence in these new lines.

SOME HAT RACK!

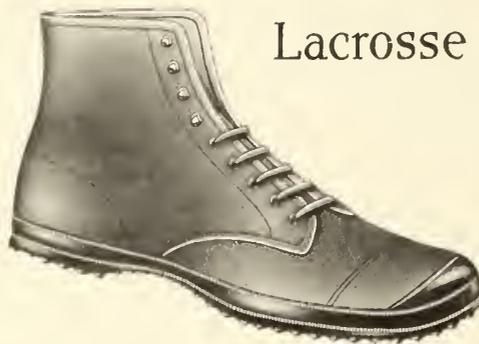
The above photo pictures a bull moose shot by Mr. Jules Payan, of Duolos and Payan, Montreal, on a recent hunting trip. Mr. Payan, with two companions, had a camp on Lac Payan, a lake some five miles long and three miles wide, located sixty-two miles north of Amos on the Transcontinental, where this moose was shot. The weight of the beast was 489 pounds, while the antlers had a spread of fifty-five inches. The party portaged over nineteen lakes some of which were nine miles in length. Mr. Payan says that the woods were full of partridge and link and that lakes teemed with fish.



Tipperary Shoes

Last Call

Time is about up for placing orders from the new 1924 Lines of Tipperary Outing Shoes.



Lacrosse

Prepare

for a bigger and better Season's trade in Outing Footwear by placing your Tipperary orders NOW.



Flo

In our new samples Tipperary Character maintains that high standard which is the outcome of superior style features in lasts and patterns combined with the supreme in good workmanship and value.

Let us settle the important Outing Shoe question for you now.



Mita

THE COLUMBUS RUBBER CO., OF MONTREAL, LIMITED

Branches At

Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.

Sales Agencies:

Wm. Cook Shoe Co..... Moncton, N.B.
 Fleetwood Footwear Ltd..... St. John, N.B.
 Poliquin & Darveau..... Quebec, Que.
 Louis McNulty..... St. John's, Que.
 S. Marantz..... Winnipeg, Man.



Wholesale Distributors Ltd..... Winnipeg, Man.
 Tree Spriggs Co. Ltd..... Winnipeg, Man.
 W. A. Law Footwear Co. Ltd..... Winnipeg, Man.
 Shaw Brothers..... Edmonton, Alta.
 Anderson & MacDonald..... Vancouver, B.C.

Among The Shoe Men



The death occurred on October 4th. of Mr. L. Beaubien, president of the firm of L. Beaubien Limited, Quebec, in his 69th. year.

Thieves visited the Notre Dame Avenue branch of the Yale Shoe Store, Winnipeg, recently and stole boots and shoes to the value of \$600.00.

Mr. Percy C. Smiley, late of Sutherland and Co., St. Thomas, has sold his house and, with Mrs. Smiley, and daughters, departed for Los Angeles, Calif., where they will make their future home.

Mr. Chas. F. Rannard, of Rannard Shoes Ltd., Winnipeg, says business is very satisfactory and feels confident that the future has brighter things in store.

The shoe store of Mr. Bert Terrill, Haileybury, was completely destroyed during a recent fire.

Mr. H. D. McKellar, representing Oscar Rumpel, of Kitchener, was a recent visitor to Toronto.

Mr. L. M. Savage, of Clarke Bros., Limited, St. Stephen, N.B., had a sample room at the King Edward Hotel, Toronto, last week.

Mr. W. S. Martin, of John Ritchie Co., Limited, Quebec, called on the Toronto trade recently.

Mr. Ed. R. Lewis, of Toronto, was in Port Perry last week, and expected to go East towards the end of the week.

Mr. J. W. Jupp, well known Toronto retailer, spent a few days in Montreal and Quebec.

Mr. Ed. McIntyre, formerly with the Brandon Shoe Co. Ltd., is now covering the Maritime provinces for Walker, Parker Limited, Toronto.

Mr. James A. Moore, who, for thirty years, owned and managed a shoe repair store in Trenton died recently in his 79th. year.

Mr. W. C. Coloff, of the Tillsonburg Shoe Co. Ltd., Tillsonburg, has purchased a new steam car, the first one in town.

Mr. Nelson M. Lynn, who has been the branch manager of the Ames, Holden, McCready Co., at Edmonton, until recently, and who was formerly a popular traveller for his company in Northern Saskatchewan, has been a visitor to Prince Albert for a few days. Mr. Lynn left for Winnipeg where he has been transferred. Under recent arrangements made Mr. Lynn will now be western manager for the company.

The Hartt Boot and Shoe Co., of Fredericton, N.B., suffered slight damage when one of the coal sheds caught fire recently.

Mr. John Affleck, head of the Yale Shoe Stores, Portage Avenue, Winnipeg, has no complaint to make about business. "We could do more business," he says, "but we might do a great deal less and we are doing more than we were a year ago with every prospect of a steady improvement."

Mr. Fred Maret, retailer of Marmora, was a recent Toronto visitor.

Mr. J. A. Gosselin, representing Bertrand and Thibault, of Quebec City, called on the Toronto trade last week.

Mr. A. A. Armbrust, of the Lady Belle Shoe Co. Limited, Kitchener, displayed his samples at the King Edward Hotel, Toronto, recently.

Mr. Peter Doig was in Toronto last week calling on his many friends in the trade.

Mr. Pare, of the Gosselin Shoe Co., Quebec, was a recent visitor to the Queen City.

Mr. Geo. Chambers, of Geo. Chambers and Son, retailers, of Toronto, is confined to his home with illness.

Mr. Wilson, of Gagnon Bros. Ltd., Loretteville, Que., paid a short visit to Toronto last week.

Over \$400.00 of boots, shoes and rubbers, hosiery and cash was removed from the shoe store of Mr. Ralph Davidson, Aurora, when thieves entered his premises.

The partnership existing between Messrs. Manley and Watson, 620 Talbot St., St. Thomas, has been dissolved, and will be carried on in future by Mr. A. Leonard Manley.

Mr. James Bazinet, of Hawkesbury, is giving up his business which will be carried on by his son.

Mr. W. A. Kilber, of Listowel, has moved into his new store.

Mr. A. J. Dillon has purchased the shoe business of Mr. Short, in Digby, N.S. Mr. Dillon was formerly manager for Mr. Short.

Mr. Fred Marois, Jr., of A. E. Marois Limited, Quebec, called on the Toronto trade last week.

The many friends of Mr. Aubrey A. Foy, of D. D. Hawthorne and Co., shoe wholesalers, of Toronto, will be glad to hear that he has sufficiently recovered from his illness to be allowed home. Mr. Foy was in the Private Pavilion of the Toronto General Hospital for eight weeks where he suffered two operations for appendicitis and lost some fifty pounds in weight.

The salesmen's territory for the newly formed Victoria Shoe Co., has been divided as follows—Messrs. G. P. Fry and W. A. McDonald in the West; Mr. L. S. Walden in Western and Northern Ontario; Mr. J. E. Knott in Toronto, Montreal and Eastern Ontario and Mr. W. A. Kearney in the Maritime Provinces.

Mr. H. T. MacFarlane, son of Mr. N. MacFarlane, of the MacFarlane Shoe, Limited, Montreal, boasts the arrival at his home of a young son.

Mr. John O. MacFarlane of the same firm has been visited with similar good fortune in having recently become the father of a young daughter.

Mr. Victor Lachambre who formerly represented La Parisienne Shoe Co., Limited, in the Western Provinces is now the Canadian Footwear Company's representative in the Province of Quebec and the Maritime Provinces.

Mr. Chas. Duclos, of Duclos & Payan, Montreal, visited the shoe factories in Kitchener and vicinity recently.

Mr. Ed. R. Lewis of Toronto spent some time recently in Montreal on business.

Mr. Wilfrid Gagnon, General Manager of Aird & Son, was a recent visitor to Toronto.

*The
Kiddies
Like
Them!*



“Non Rip” (Reg'd.)

Humberstone Sandals

Parents buy them because the kiddies like them. Humberstone's are so comfortable, so easy and so restful on the feet that they will wear no others. Stock “Non Rip's” and your sales' record will soon prove to you that this well made and popular line of kiddies' sandals stands first in the opinion of parents and children. Increase the sales in your children's department with “Non Rip's” (Reg'd.) Humberstone Sandals.

Black, Brown & Tan.

**HUMBERSTONE
SHOE CO. LIMITED
HUMBERSTONE
ONTARIO**

SAD DEATH OF MR. GORE

The many friends of Mr. Robert J. G. Gore, manager of the Surpass Shoe Co., Quebec, were shocked to hear of his tragic death in September. Mr. Gore's dead body was found in an apartment on D'Auteuil Street, death being due to asphyxiation. Deceased was well known throughout the shoe trade and his death removes a man whose genial disposition and ready wit held a host of friends.

MR. HARVEY McKEAN WITH VICTORIA SHOE COMPANY.

Mr. Harvey McKean, well known to the shoe trade in Ontario and Eastern Canada, has joined the staff of the Victoria Shoe Company, of Galt. Mr. McKean is directly concerned with the development of this new line, with respect to quality, styles, lasts, patterns, leathers, etc. His experience in the distribution of women's shoes should make him of undoubted value in the strengthening of the line. His many friends in the trade will wish him success in his new connection.

A SUCCESSFUL SELLING STUNT.

Messrs. Smiley and Thomson, retailers of Perth, Ontario, recently advertised in the Perth Expositor to the effect that a real boy scout school bag would be given free with every sale of boys' boots from the sizes 1 to 5½. That this stunt was successful is proved by the following quotation from Mr. P. E. Smiley's letter: “We may say that this went ‘over big,’ as it certainly pulled the boys into our store. In one instance, we had a boy from about ten miles out in the country who got one with the result that we had most of the boys from his school with their parents in to buy boots. They said they didn't really need them just then, but they wanted to get the school bag. We think it pays to pull new stunts like this as it advertises the store and gets your name before more people.”

WOULD NOT BE WITHOUT IT!

Mr. A. J. Dillon, of Digby, N.S., in writing to the Shoe and Leather Journal regarding the change of name on his subscription, has the following to say about the Journal: “I found it to be not only full of interesting reading of the shoe and leather industry, but a source of helpful hints to the retail shoeman and would not be without it.”

Dealing with the matter of the sales of manufacturers in connection with the new Sales' Tax, a report received by the Shoe Manufacturers' Association of Canada, indicates that practically all of the manufacturers, other than a few firms who do a wholesale as well as a manufacturing business, have definitely decided to continue the practice of quoting prices and accepting orders conditional upon Government Sales' Tax being extra. A few retailers apparently were under the impression that the new sales' tax legislation required the tax to be included in the price, but this is not the case, and when it was explained to them that the policy of treating the sales' tax as a separate item was more economical, for the retailer in as much as it is a guarantee that there will be no “loading” or no profit charged on the tax, there has been practically no further objection.

FRAUD IN INSURANCE

The Shoe Manufacturers' Association of Canada is taking up the question of fraud in regard to insurance claims, and expects to devise a plan which will afford some protection to its members. Leading insurance men are of the opinion that practically 30% of fire losses generally are fraudulent, and if some plan can be devised to reduce such loss it will eventually mean lower rates to the legitimate and responsible buyers of insurance.

SHOE TRADE CREDIT BUREAU ACTIVE

The work of the Shoe Trade Credit Bureau is becoming more extensive continually and its services are found of valuable assistance by the trade generally. In less than a week recently over four thousand reports were sent out, which set a new record for this Department.

Arrangements have been made for allied trades selling to the shoe accounts to be admitted as associate members to the Shoe Trade Credit Bureau.

DEATH OF MR. FRANK POWER

The death occurred from apoplexy on Oct. 9th., of Mr. Frank Power of Montreal, one of the best known shoe men in Canada. Mr. Power started in the retail business over thirty years ago, and has continued in same ever since, and has for a long time conducted a store on Notre Dame Street West, Montreal. For the past fifteen years, in addition to looking after his retail business Mr. Power has represented the MacFarlane Shoe, Limited. The funeral, which took place on Oct. 11th., was very largely attended, as Mr. Power had a very wide circle of friends.

THE "FLEET FOOT" CATALOGUE.

A copy of the "Fleet Foot" catalogue for 1924, recently issued by the Dominion Rubber Systems, has just reached this office. The cover is in blue, white and yellow, picturing a summer sailing scene, with a large white canvas shoe embossed. The opening pages are illustrated with pictures of the factory, and a general write-up of the "Fleet Foot" line. The cuts in one and two colors on a black background illustrate the following lines: Regattas, athletic specials, yachting shoes, athletics, men's work shoes, women's work shoes, women's oxfords, women's strap slippers, misses' and children's specialties and bathing shoes. This is followed by a page on standard packings, a cut of the Elmira Rubber Factory, and a couple of pages of memorandum, while the back cover lists the service branches.

MARRIED!

Mr. Antonio Goulet, son of Mr. O. Goulet, well known Quebec shoe manufacturer, was married on Tuesday morning, Oct. 7th., to Miss Lephirine Belanger, daughter of Mr. and Mrs. Germain Belanger, a prominent family of Quebec City. The wedding took place in the Church of Notre Dame de Jacques Cartier. After the wedding breakfast the happy couple left on a honeymoon tour to New York and other American points.

Mention "Shoe and Leather Journal" when writing an advertiser

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.
EST. 1915 **SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES** INC. 1923

Largest Shoe Factory Supply House In Canada

MAIN OFFICE:
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH:
77 ONTARIO ST. S.
KITCHENER, ONT.

BRANCH:
563 ST. VALIER STREET
QUEBEC



**CHEAP MATERIAL
IN THE FINISHING ROOM IS
FALSE ECONOMY**
THE BEST IS CHEAPEST IN THE LONG RUN
BOSTON LEATHER STAIN CO.

Makes only the HIGHEST GRADE OF FINISHES

We are

EXCLUSIVE CANADIAN AGENTS

We carry large stocks of B.L. S. goods at

MONTREAL - KITCHENER - QUEBEC

ready to give you real service.

CYCLONE BLEACH, THE ONLY REAL SOLE BLEACH.
MAGIC STAIN, PARAGON STAIN, ALL SHADES:
KING and ULTRA EDGE INKS BLACK and COLORS.
BLACK DIAMOND HEEL and SHANK INKS.
DYES, BLACK and COLORS FOR ALL PURPOSES.
DRESSING and POLISHES
FOR ALL KINDS OF LEATHER, BLACK and COLORS.
BOTTOM POLISHES, WAXES, etc.

You can't go wrong on this line. Every item is guaranteed twice; by Boston Leather Stain Co., and by us. If anything goes wrong we make it right quick.

Don't place your WINTER ORDER until you KNOW what we have to offer YOU

McDOWELL & LINCOLN
LIMITED
formerly
INTERNATIONAL SUPPLY CO.



Platen Press Department

For small, fast work the platens are the backbone of our service. These presses produce anything up to 12" x 18" in black or colors.

Acton Activities

Being No. 4 in the Series

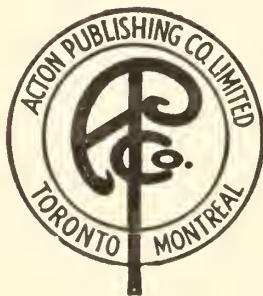
Small work, where speed in production is an important feature, is handled thoroughly and efficiently on this battery of platens, in keeping, of course, with the Acton standard of quality.

Highly experienced operators, skilled in workmanship of this type guarantee our customers high class work printed as perfectly as the press can produce it.

Try Acton's platen service when in need of letterheads, box labels, circulars, envelopes, personal cards, order forms, etc.

Our platen service is speedy, but maintains the quality of the job.

Sell by the Printed Word



The Shoe Repair Man

Questions That Test Your Business System

Questions and Answers That Set You Thinking. Hints on Better Business Methods.

THE United States Chamber of Commerce recently issued a business quiz, including the following questions which we believe will appeal to the progressive repair man, who operates his store on a modern business basis:

1. Do you keep a "purchase account" that shows total of all goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you make depreciation of fixture and delivery equipment?
9. Do you know what is due you?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for customers?
13. How often do you make a "Profit and Loss Account?"
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expense to sales?
20. If a fire took place, could you from your books give a complete statement of all accounts?

A close study of these questions will easily convince the reader that there is something to think seriously about in the successful management of a store or shop. It is all very well to say that these are not my problems. They are and the repair man that refuses to acknowledge them is in many cases doing a sixteen hour day, in a small and dirty store, and will continue to do so until he adjusts himself to his business to a business system of some sort. We will briefly review these questions and see to what they would lead us if we followed them to the limit.

Question No. 1. Do you keep a "purchase account" that shows total of all goods bought? The repair man who does not keep a purchase account as explained in this question has a poor chance of figuring his profit and loss. A record of this nature shows how, when and what goods were purchased, what they cost as well as serving as cost

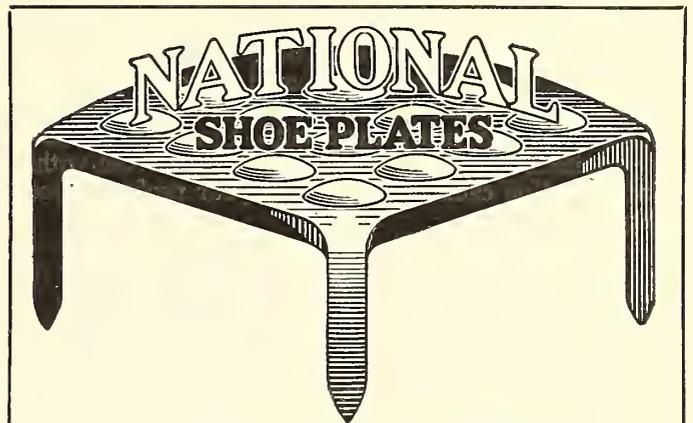
and quantity gauge to future buying.

Question No. 2. Do you know what you save annually by discounting bills? The repair man who follows up the ideas laid out in question two, would be surprised if he kept a record for a year of the money he saved on discounts. It would pay for several little improvements about the shop.

Question No. 3. Do you know what it costs to buy goods? This question is interesting for the simple fact that the merchant who is without accurate information on his costs, stands a poor chance of regulating his selling prices justly. Know your costs and you can deal fairly with your jobber, yourself and customers.

Question No. 4. Do you know what you owe? The man who knows his debts and when they are due should have no great trouble in financing his business. Check all accounts as they are received and keep them entered up in some record. This prevents errors and incorrect charging on the part of the jobber or manufacturer.

Question No. 5. How often do you take stock? Stock should be taken at least twice a year, that of course, would deal mostly with findings. However large or small your findings department is you should have a certain period set aside for stock taking. You can then determine the lines that are selling best and slow movers, or



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day.

Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" " 2:	"	10	"	"	"	"
" " 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

in other words, what to order and what not to buy and what to leave alone.

Question No. 6. Do you figure stock at cost or selling price? Stock should be figured at cost price. The repairer who figures at the selling price is fooling himself because his selling price is more or less problematical, he knows what he should get, but it is sometimes necessary to write some of his profits off his books.

Question No. 7. Do you make allowances for depreciation and dead stock? Yes, should be the answer to this question. The longer the stocks stand on the shelves, the slower the turnover and greater the depreciation which seems lower value on total stocks. Allowances should be made for "dead goods" if the repair man is going to be fair to himself. To include the full cost of dead lines is giving the stock an improper valuation.

Question No. 8. Do you make depreciation of fixture and delivery equipment? Some allowance should certainly be made for the wear and tear on equipment of this nature. The longer fixtures and soforth are used, the less value they have, and so much should be allowed every year to cover this item.

Question No. 9. Do you know what is due you? This question will appeal only to those who permit a credit trade. The repair man who has accounts of this nature should have them carefully recorded and know at all times how much he has outstanding. If he has not he stands a poor chance of running an evenly balanced business.

Question No. 10. Can you give your bank a financial statement at once? How many repair men could fulfill this question right off the bat? Not very many. The manager who keeps his books up to date all the time is not going very far astray. The man who can give his bank a complete statement of his business is well on the road to success for he knows at a glance what financial position he is in.

Question No. 11. Are collections made as rapidly as accounts increase? Collections should be made promptly. The older the account, the harder it is to collect has been the experience of many merchants. If charge accounts are permitted, then collections should be enforced within a set time. You cannot operate with your profits in your customers' pockets.

Question No. 12. Do you know what it is costing you for allowances for customers? Customers' allowances, that is refunds to dissatisfied customers, and jobs that have to be done over, when materials don't line up to their name, should be recorded so that the merchant knows what he has lost. From this record it is possible to lay claims and adjustments on manufacturers, as well as having the satisfaction of knowing what was lost in the year's business.

Question No. 13. How often do you make up a "profit and loss account"? A profit and loss account should be made up at least twice a year. By this means you can gather whether it is worth while staying in business or not. If an accurate record is kept of all other expenses there should be no great trouble in preparing this statement. From this record, it is easy to figure where the leaks are.

Question No. 14. Into how many separate accounts are your expenses divided? The financial records of a repair business should be split up to suit the size of the business. One for leather, one for overhead, one for findings, are accounts that should certainly be among those present. You can split the business into a number of accounts that are easiest to handle.

Question No. 15. Do you own the building in which you do business? If the merchant owns his own business he should keep an accurate record of all the costs in repairs and alterations, and if it is only rented, an account for rent, etc., should be operated. This means that owner or tenant knows his monthly or yearly record of expenses on the building. This should be figured in with the rest of the business expenses in the profit and loss account.

Question No. 16. Do you charge rent therefor? If the merchant pays rent for his store, he should naturally charge it up against his business. If you do not you will be out in business statement at the end of the year, and will be unable to get a definite slant on your year's business. By all means charge the rent.

Question No. 17. Do you charge your own salary as an expense? Your salary should be charged against the business just as much as the rent or the salary of your assistants. If this is not done you cannot figure your costs fairly, which means you are on the losing side of the book.

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. T. A. McCarthy, Tres.
Telephone Liberty 3520 Cable Address ESSEXO

THE ESSEX HOTEL COMPANY
BOSTON, MASS.

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

Question No. 18. Do you charge interest on money invested? If you invest money, earned in the business in any other proposition, by all means charge interest on it. Make your money work for you all the time. The more you have, the more you can get. When making investment consult your banker and take his advice.

Question No. 19. Do you know the percentage of expense of sales? Every repairman should know what it costs him to make a sale. If you keep a record of the time spent in dealing with your customers there should be no great amount of trouble in finding out how much it costs as set up against your expenses. Little things like that all help to build a paying business.

Question No. 20. If a fire took place, could you from your books give a complete statement of all accounts? If you have kept records of your business as laid down in the above questions, it should be easy for you to answer this last question. If you keep records of all transactions there is no reason why your business should not prosper, because you would be able to see where your expenses were too heavy and in that way remedy them. Perhaps it takes a little trouble to get these ideas started, and perhaps it will take a little of your time in the evening—but what if it does, if it is going to mean a better business. It is most likely that a lot of these questions will not be exactly in your line, nevertheless, read them over, and see if you don't think they are worth thinking over.

Shoe Trade Convention

Plans and preparations are beginning to take shape for the holding of the big Annual Joint Shoe Trade Convention for 1924. It will be held in Montreal during either the week of January 14th., or 21st., at either the Windsor or Mount Royal Hotel, and these questions of time and place will be definitely settled very shortly. It will be a joint Convention, on the same plan as last year, of the Shoe Manufacturers' Association of Canadian, The Shoe Wholesalers' Association of Canada, The National Shoe Retailers' Association and the Shoe Travellers' Association, and everything points to even a larger attendance than last year, and a more important event in every way.

For the Shoe Manufacturers' Association, the following have been appointed as a General Committee in charge of arrangements—

Montreal District: L. P. Deslongchamps, J. Daoust, W. F. Martin, W. Gagnon, D. F. Desmarais. Quebec District: D. Marsh. Toronto District: J. A. Walker. Kitchener District: F. H. Ahrens.

The following Committee on Nominations and Resolutions has been appointed:—

Quebec: D. Marsh and J. E. Samson. Montreal: Joseph Daoust, L. P. Deslongchamps. Ontario: J. A. Walker, G. W. McFarland, F. H. Ahrens. Maritimes: J. A. Reid.

For the Shoe Wholesalers' Association the following Committee has been appointed:—

R. H. Locke, A. Lambert, H. V. Shaw, W. Girouard, L. Wisenthal.

The retailers have appointed a Committee consisting of:—

Geo. G. Gales, C. R. Lasalle, with power to add four to their number.

Although details have not been completely arranged, it is expected that the Manufacturers will hold their business session on Monday with possibly a session also on

Tuesday morning. The Retailers, Wholesalers and Travellers are expected to hold their sessions on Tuesday, with a big joint session of all four Associations on Tuesday afternoon and a joint Banquet on Tuesday evening. Details of the programme are to be arranged by a Committee representing the several Organizations co-operating.

Arrangements are being made to provide sample rooms all on the one floor, and sample rooms will be engaged by the Committee and allotted on the strict understanding that there must be no samples shown until Wednesday.

Arrangements are also being made for reduced hotel rates, and in this connection members of the trade should make application for accommodation to Mr. S. Roy Weaver, Room 208 Board of Trade Building, Montreal, when they will have their requirements provided for.

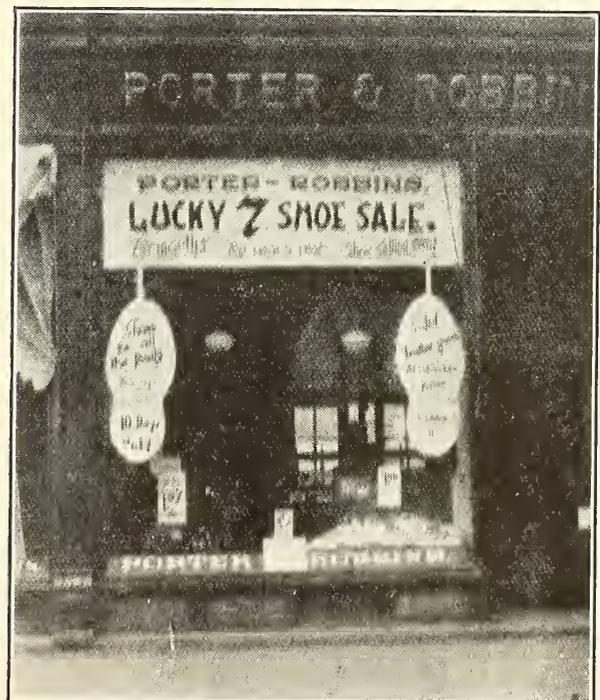
IT PAYS TO ADVERTISE.

Mr. W. S. Pettit, who operates the Modern Shoe Repairing Plant at 10 S. Market St., Brantford, recently advertised the sale of 50 pairs of hand made school shoes. In answer to our question as to how he made out, Mr. Pettit answers as follows:—"I will say that we did not quite make the fifty sales on the boys' 'hand made' shoes, but on those and the 'factory makes' we exceeded the mark. I would not say that the ad. was responsible for all this business, as it was the season for children's shoes, but I do believe the ad. was used at the opportune time."

It pays to advertise even when it is the season. Mr. Pettit adds that business has been good and that conditions in the shops and factories of Brantford are gradually improving.

GETTING THE PUBLIC EYE.

The above illustration shows the store window of Porter & Robbin, shoemen of Yarmouth, N.S.,



during their annual sale last spring when they used cut out shoe soles as window posters.

Do Your Profits Leak Away?

WHEN you have had a good year and are congratulating yourself and visualizing a favorable bank balance at the end of the year, only to find to your great mortification that at the year's end, your profits are away lower than they should be—what do you think? Do you lose your temper and fire your best salesman, and decide that you can do without an office boy or do you sit down and endeavor to trace the path in which your profits wandered from your grasp? Did it never occur to you, that your profits were not lost on some large occurrences, but in a steady series of small petty leaks that individually don't make a ripple on the surface, but collectively they—well, you have to use the old car another season. Your stock represents a cash value, and in a year's business, with your regular turnovers, it should pay a certain profit, but it doesn't, and you are at a loss to know where the hitch is. Go through your store, and see if you can't locate some of this small but expensive leakage. First of all divide your store and business into sections as follows.—purchasing, selling, publicity, service, overhead. Here we have five sections and if you find one leak in each one, you can realize that it soon tells up. It is most likely, however, that you can locate more than one. Under purchasing, you can most likely save a little by buying nearer at home and thus save extra freight and express charges. Buy stock more carefully and lower the percentage of shelf warmers. Buying paper, twines, printing, etc., without investigating other markets often means a steady leak. Under selling, too large a proportion of stock is counter soiled and thereby sacrificed at bargain prices. By not forcing "hard to sell" lines, custom is lost through indifference or inability of sales force. Under publicity—wrong choice of advertising mediums and spending more than you can afford on your publicity. Poorly planned selling stunts. Prestige lost through errors in advertisements, thereby creating dissatisfaction among customers. Advertising copy indifferently written. Under service,—too many charge accounts allowed to run along. Too high percentage for collecting or writing off dead accounts. Too much money spent on deliveries and telephone orders. Under the head of "overhead" is where you will most likely find the largest leaks. Too much unnecessary help on the pay roll. Absence of or an indifferent stock-keeping system. Cost of lighting store too high,—instruct clerks to snap off lights when not wanted. Poorly planned heating system, windows and store not cleaned on the cheapest possible basis. Window trims costing too much. Too much overhead on general store operations.

This list is not complete, but it gives you something to think over. Of course, a good many leaks of this kind may not be located in your store, nevertheless they are worthwhile looking for. It is from these leaks that your profits run away, plug the leaks and you save your profits.

Montreal Trade Conditions

Although this is the time when retailers had expected that trade would take on a brisk turn, this expectation has not been very generally realized and there has been considerable dullness existing throughout the trade recently. Among the factors entering into this condition many retailers mention particularly the continued mild weather, and are hopeful that when the more seasonable Autumn weather sets in trade will be more gratifying.

Oxfords are beginning to figure more largely in women's shoe sales, although they are yet far from getting the demand usual at this Season, and strap effects are still the strongest sellers, with cross-straps among the leading modes. In these lines patent and satin creations are leading, with kid coming next, and although many dealers had looked for suede to stand in high favor it has hardly been up to expectations. In choice of colors women seem to be showing more partiality to black, with the various new shades of brown a strong second. A tendency is noticeable towards the more conservative effects in patterns, but many are predicting a considerable run on the French type with short vamp and rounded toe. Some are now reporting an increased demand for evening slippers in brocade and silver and gilt effects. Many dealers are showing some attractive oxfords in brown suede which they expect to be quite popular when oxford selling improves.

Men's lines according to most dealers are going a little stronger. Of this trade the largest proportion is in oxfords, the general opinion being the sales range about 60% oxfords and 40% high cuts. The choice is pretty even between blacks and browns, and plain patterns are more in demand, brogue effects seeming to be rather slow.

Practically all the manufacturers now have their travellers on the road with their coming season's lines, but orders so far are being reported as very light, and factories for the most part are quiet. Travellers find a tendency to hold back on ordering spring lines, and most of the orders that are being taken are for immediate shipment. Manufacturers claim that particularly among wholesalers this demand for quick shipment has increased to a considerable extent the cancellation evil, as orders have in some cases been taken for early shipment and when the specified date has been exceeded by a few days cancellations have resulted. Some manufacturers say they have refused orders rather than run the risk of not being able to make delivery when wanted. Manufacturers predict a continued vogue of strap effects, but many believe that the present popularity of cross-straps is rather temporary and will not be very lasting. They expect a considerable demand for oxfords in the heavier leathers, and some are showing some attractive combinations in scotch grain and plain leather. Some report considerable demand already for oxfords, and one manufacturer says he could have recently disposed of two thousand more pairs if he had had them in stock.

Tanners and leather men are still confronted with an unstable condition in the market and unsettled prices. There is still an insistent demand for lower prices particularly in the lighter leathers, which leather men do not seem to be in a position to meet. Patent is getting a fair demand, and there is considerable buying being done in sole leather. Most of the leather men are looking for considerable improvement in affairs in their trade by the end of November.

CONDENSED ADVERTISEMENTS

SALESMAN open for line of shoes Eastern or Western Ontario. Fifteen years selling experience and connection. Accounts first consideration. Open for immediate employment. Best of references. Box 133, Shoe and Leather Journal, 545 King St. West, Toronto.

How About Your Slogan?

SEND IT IN NOW.

The shoe trade should have and could use a national slogan as effectively as any other industry. A slogan, short and to the point, that could be used by the tanners, manufacturers, wholesalers and retailers from Halifax to Vancouver. The slogan the trade wants is something short with a swing to it. It should create the desire to own shoes and more shoes, to increase the per capita consumption, thereby enlarging the yearly volume of sales. If the per capita consumption could be raised to five pairs it would be a splendid increase in business for the whole industry. One of the best ways to attain this objective is to keep before the public a national slogan, hammering at the advantages of good shoes at all times. The slogan of the Paint and Varnish Association "Save the surface and you save all" has sold gallons and gallons of paint and varnish, that under ordinary circumstances would never have been sold. "Say it with Flowers" has built up a wonderful sales increase for the florists just because picking on the one idea they drove it home for Keeps. One cannot think of flowers or paint without thinking of their trade slogans. It should be the same with the shoe trade. The individual slogan for each shoe retailer is not going to do much for him while a national one in every store, and each one backing the other one up, will do wonders.

As explained in our last issue the judges were not satisfied that the contestants had fully carried out the rules and it was decided that the competition be extended until the November 15th. issue.

As an incentive to a better slogan, the judges have ruled that the second prize of \$10.00 be cancelled, and added to the first prize of \$15.00, making one first prize of \$25.00. All those who wish to compete are requested to read the rules carefully, decide on a slogan that refers to shoes in such a way as to be applicable to the whole trade from coast to coast, and to submit their entries, each one on a separate piece of paper to the Slogan Editor, Shoe and Leather Journal, 545 King St. W., Toronto, Ont., on or before November 15th., 1923.

Largest Manufacturers in the World of Black Glazed Kid



Surpass Leather Co.

FACTORY Philadelphia, Pa. FACTORY Gloversville, N. Y.

SALES OFFICES

New York Philadelphia
Cincinnati Chicago St. Louis London
SURPASS LEATHER CORPORATION, Boston, Mass.
BOOTH & COMPANY (London) Ltd., London, Eng.



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. Inc.

New York

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

Edwards & Edwards Limited

TANNERS OF

SHEEPSKINS

FOR

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Only stops to improve quality and selection. Depots at all principal Hide centres including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

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International Hide Merchants

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"We deliver what you buy"

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*Famous for Quality Plus Service Rendered
A Practical Machine for Every Purpose*

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Screw Removing*

And many others that our experts would gladly explain
Let us confer on your requirements

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S.

QUEBEC
28 Demers Street

Clarke's Patent Wins



Mention "Shoe and Leather Journal" when writing an advertiser

Toronto, November 1st, 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

In This Issue

If Winter Comes.

The Market Place.

Stray Shots from Solomon.

Retail Advertising.

Rubbers and Goloshes.

Christmas Plans.

Leather Conditions.

The Sales Tax.

Limitation of Styles.

Shoe Repairing.

Acton Publishing Co. Limited
Toronto Montreal

BURK'S FALLS
CANADA



TRENT VALLEY
OAK

Established 1857

"THE WEAR  IS THERE"

Royal Oak Sole Leather

*Tanned from best packer hides
Slightly firmer than Trent Valley
and well adapted for*

Men's and Women's
Goodyear Welts

Breithaupt Sole Leather in Cut Soles
is supplied by

PROVINCIAL CUT SOLE CO.
311 Victoria Street, Kitchener, Ont.

The Breithaupt Leather Co. Limited

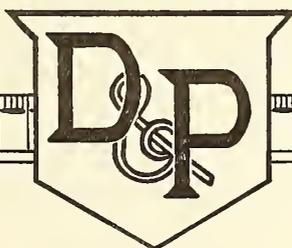
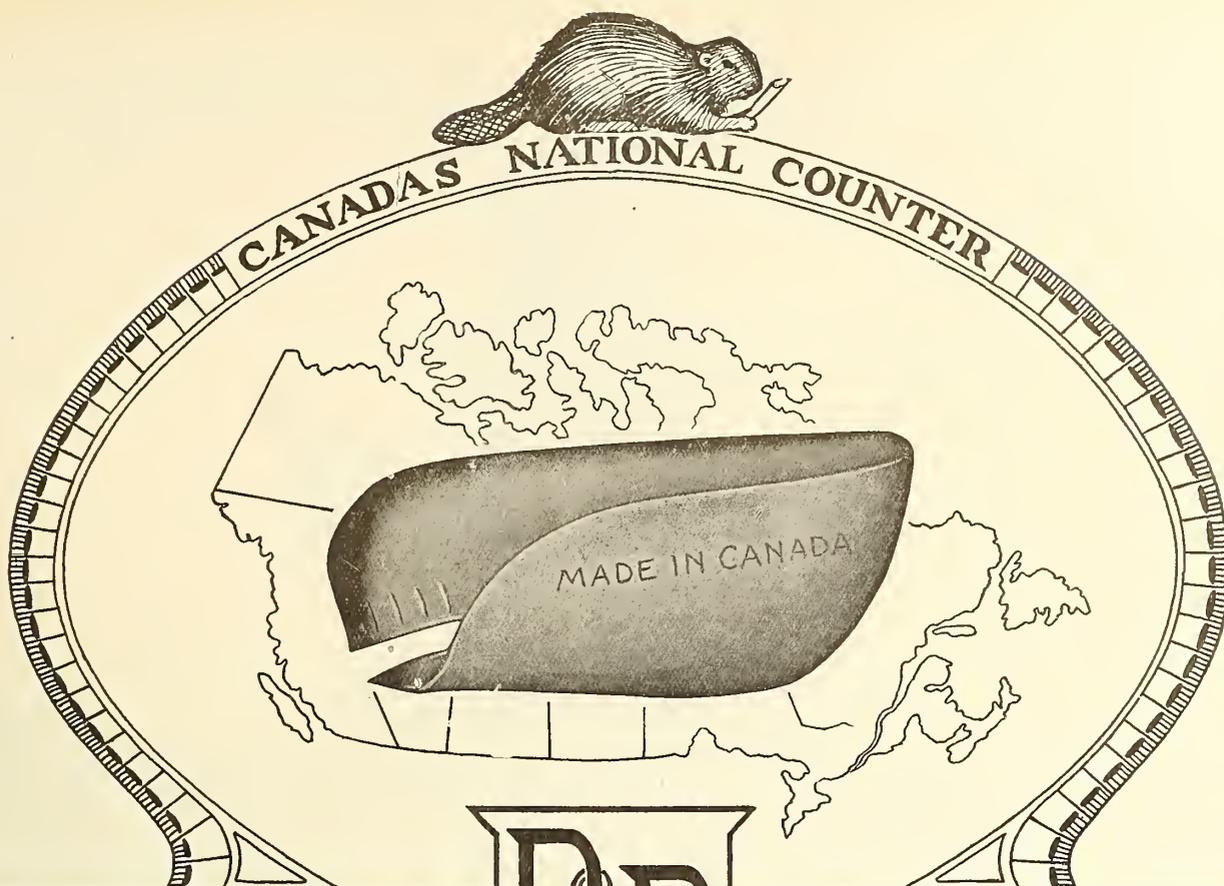
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Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





SUIT THE COUNTER TO THE SHOE

The different types of footwear with their varied counter requirements necessitate the careful grading of counters as in D. & P. FIBRE COUNTERS, not only that manufacturers may get the counter best suited to their needs but that unnecessary counter expense may be eliminated.

No other counter is so perfectly suited to the special requirements of women's footwear to-day as the D. & P. UNION THREE PIECE COUNTER--the counter of strength, lightness and flexibility.

Be a D. & P. user and know the satisfaction of greater economy and better results in your shoemaking.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:--Ed. R. Lewis Leather Co.

For Quebec City:--Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



It Meets A Need

The popular demand to-day is for a shoe that will stand up under every condition of weather and wear, hold its shape and maintain its freshness of color and appearance to the end.

Triply Chrome Brown

From its very nature meets this need. Soft, yet firm in texture, clear in lustre and dependable in wear, it makes an ideal shoe for either Men or Women. Takes a brilliant shine, keeps its shape and appearance.

An Exceptionally Fine Calf Leather

Samples mailed to Retailers or Manufacturers on request

A Leather for Every Shoe

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO
CANADA



With Spaulding's Fibre Counters in your shoes you can be sure that they will retain a trim, perfect shaped back that will reflect credit on your line and result in greater all-around buying appeal.

We make our own fibre

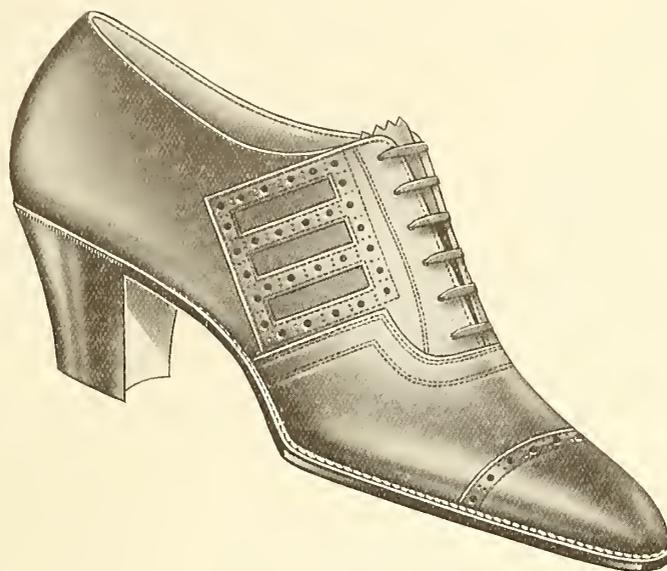
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Tonawanda, N. Y.	Rochester, N. H.	English Agents: J. Whitehead & Co., Ltd.	
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V. Champigny, Montreal.



Fashion's Own Oxford

Bell's new Panel Pattern Oxford is being warmly acclaimed by followers of Fashion as their very own.

The Quality Critics, too, find it a shoe after their own exacting ideas as to good shoemaking, practical usefulness and value.

Because of its unusual appeal, make sure that this number in particular appears on your next Oxford order.

J. & T. BELL, LIMITED
Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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



Moccasin Oxford, Pearl Elk, with Brown fringe

“Canadian” Class Stitchdowns

Our “JUST-A-LITTLE-BETTER” policy in stitchdown shoemaking gives to our lines the character of a distinctive class, both for value and style, in stitchdown footwear.



*Women's Sandal, a sure trade winner
Patent and Colors*

Made in a full range of popular leathers, in the favorite shades with excellent variety in choice style effects, they are shoes that the merchant can offer at unusually moderate prices and increase his patronage and profit.

SEE THE COMPLETE LINE
FROM INFANTS' TO MEN'S
AT YOUR FAVORITE
WHOLESALE'S.

CANADIAN STITCHDOWN COMPANY
287 Aird Ave.

Montreal



A Mark With a Meaning

This is the mark that denotes superior workmanship, finest materials and scientifically correct fitting and comfort features in Children's Footwear.

Behind it are the Globe Standards of Quality and Value that build sales.



Patented 1919

GLOBE "PILLOW WELT" AND "BABY PILLOW WELT" SHOES ARE THE ONLY GENUINE GOODYEAR WELT SHOES MADE WITH A PILLOW WELT INSOLE.

Write for a salesman whenever you want to see the complete line.

Carried in-stock by A. Lambert, Inc., Montreal.

GLOBE SHOE, LIMITED

TERREBONNE QUE.

Montreal Office---11 St. James St.

Representative---J. A. BLUTEAU

THE FOOT ARISTOCRATIC



Another VICI kid message to the many Canadian readers of The Saturday Evening Post and The Literary Digest. VICI kid advertising is helping you to sell shoes of VICI kid in Canada.

VICI kid The World Over

Wherever there are shoe manufacturers with pride in the distinctive style, the beauty and good service of their offerings---

Wherever there are dealers with pride in the high quality and the completeness of their stock---

Wherever there are people who demand beauty of line and color and refinements of finish as well as good service in footwear---

There, high in favor, will be shoes of VICI kid.

Distinctive designs and rich colors take on new beauty when developed in VICI kid.



This is the trademark of VICI kid

ROBERT H. FOERDERER, Inc.
Philadelphia

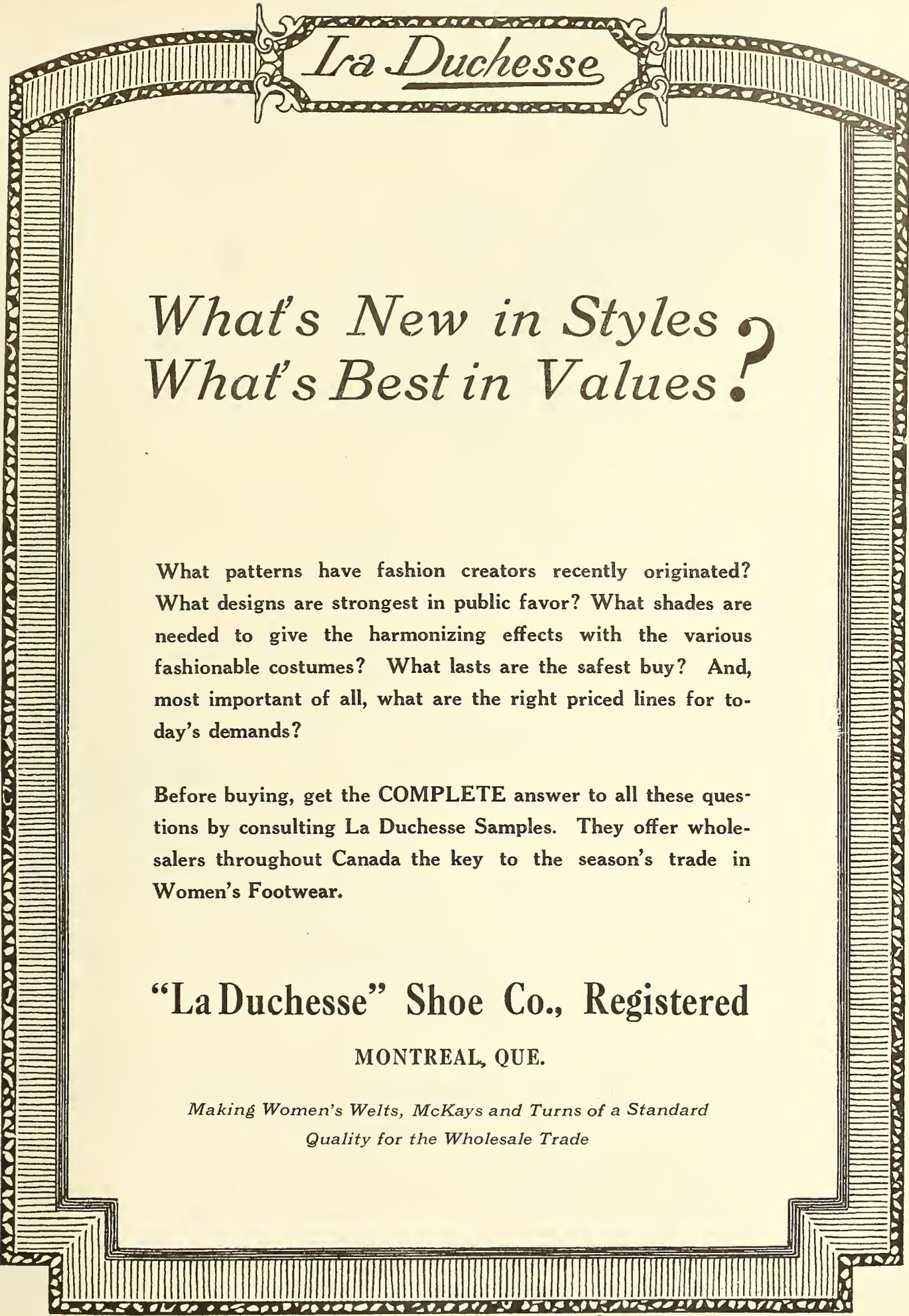
Selling Agencies in all parts of the world

VICI kid

(Reg. U. S. Pat. Off.)

THERE IS ONLY ONE VICI KID - - - THERE NEVER HAS BEEN ANY OTHER

Mention "Shoe and Leather Journal" when writing an advertiser



La Duchesse

*What's New in Styles ?
What's Best in Values ?*

What patterns have fashion creators recently originated? What designs are strongest in public favor? What shades are needed to give the harmonizing effects with the various fashionable costumes? What lasts are the safest buy? And, most important of all, what are the right priced lines for today's demands?

Before buying, get the COMPLETE answer to all these questions by consulting La Duchesse Samples. They offer wholesalers throughout Canada the key to the season's trade in Women's Footwear.

"La Duchesse" Shoe Co., Registered

MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
Quality for the Wholesale Trade*



*Another Of Our New
Easy Selling Oxfords*

Possessing the trade winning features of a graceful last, a neat stylish pattern, plus the unequalled Yamaska Value, this Oxford will prove a record seller for Fall and Winter. One of the many new models added to our line of reliable, moderate priced footwear.

Our new In-Stock Department gives you at once shipment on leading Yamaska Brand Lines.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.

DAVIS BUCK SIDES

Have Proved Their Worth

We Make Them In

WHITE GREY BEIGE BROWN LOG CABIN

If You Have Not Received Our Color Card,
Write Us To-day

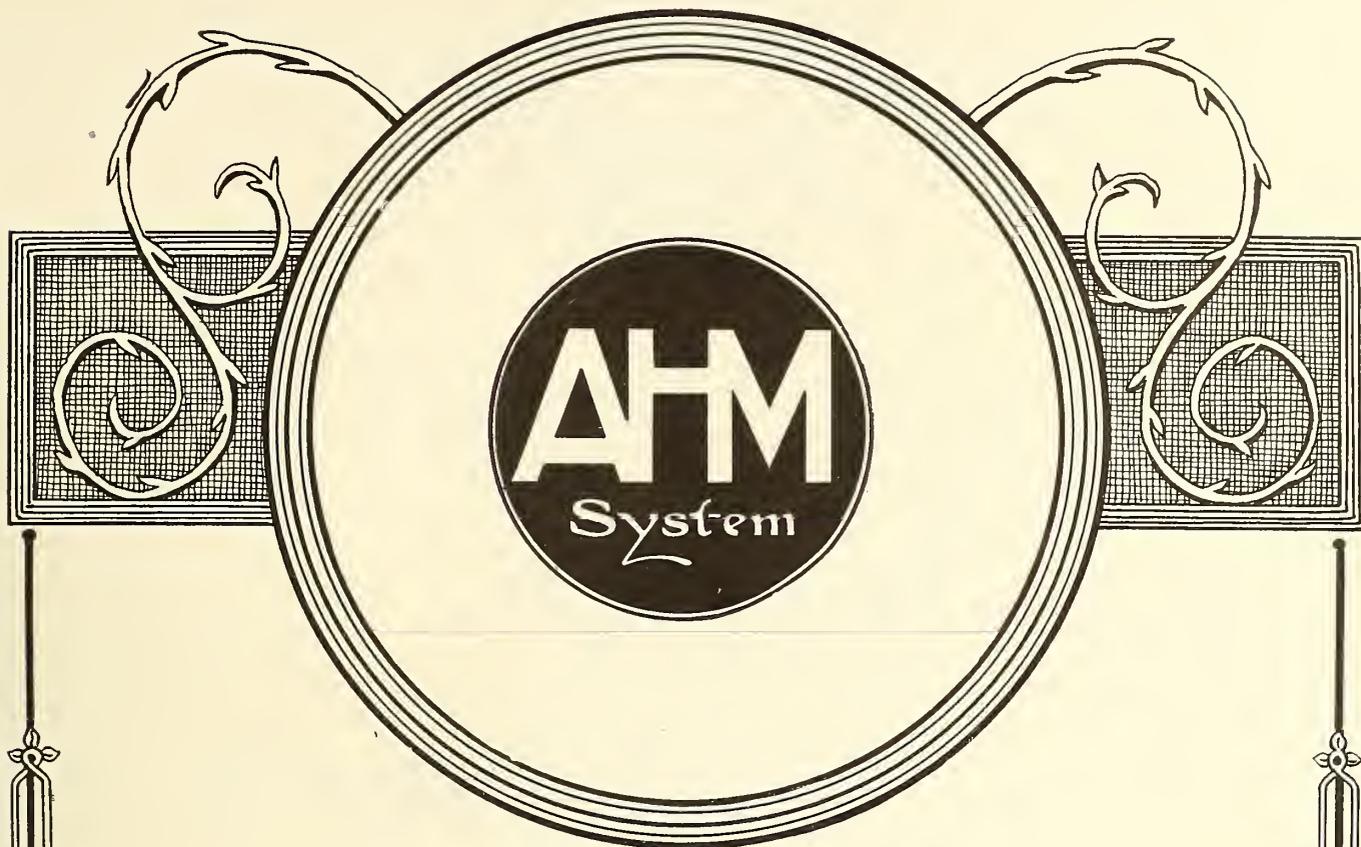
A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

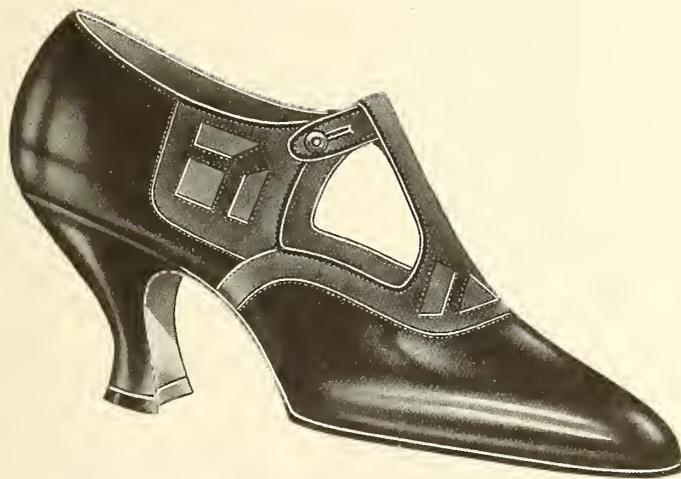
SELLING AGENTS

PERCY J. MILBURN
252 Notre Dame St., W.,
Montreal

RICHARD FRERES
553 St. Valier St.,
Quebec



New Lines, Better Values Stronger Service



All along the line, from designing to shipping, A. H. M. shoemaking is to-day being carried on under a more aggressive and thorough-going policy than ever. This means shoes of much more than average appeal to the average buyer, distributed to the Trade through the most efficient Dominion wide manufacturers supply service obtainable.

This distinctive model from our new Women's Lines indicates the superior character of the style features we are offering. See the complete samples before placing your next order.

AMES HOLDEN McCREADY, Limited

HEAD OFFICE

-:-

MONTREAL

BRANCH SALES WAREHOUSES

St. John
Saskatoon

Montreal
Edmonton

Toronto
Calgary

Winnipeg
Vancouver



“GUTTA PERCHA” Rubbers

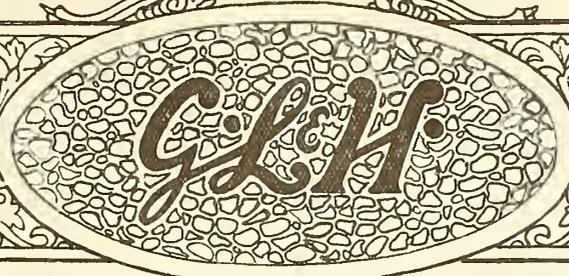
Help you make sales by creating goodwill for you among your customers. They are good friends for a merchant to have. Modern purchasers are observant. They discover and appreciate the selling points of “Gutta Percha” Rubbers. Long wear, good design, excellent fit, strength and comfort are not lost on present day customers. They value these points and think favorably of the store at which they bought their rubbers.

At Your Distributor's or Our Nearest Branch

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast



G.L.&H.

Endless Variety

Patterns, Lasts
Shades, Combinations

G.L.&H. 1924 samples number over 400 models in leather footwear and white goods. No authentic fashion trend is overlooked. Every worthy style creation is included.

Illustrations don't tell the story. You must see the samples. Your style requirements can't be more choice or more varied than our wide selection. Your value demands can't be more successfully met than with our extremely moderate prices.

RETAILERS! Make your buying mean the addition to your stock of real selling styles and trade winning values by having **WHOLESALE**RS show you the G.L.&H. Lines.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL



*“ And the “Hotel Cleveland”
is my home when my trip
brings me to Cleveland!”*

Folks travelling on business or on pleasure LIKE to stop at this magnificent hotel, magnificent yet with moderate rates, magnificent yet the embodiment of all those homelike features that turn a hotel into a home.

1,000 rooms, 1,000 baths--there is a room and bath awaiting your reservation!

Our guests keep telling us about the quiet refinement that characterizes every move made by every HOTEL CLEVELAND employee. You'll appreciate this, too.

We hope to see you before long!

Hotel Cleveland
CLEVELAND, OHIO.



*Buy From The Line That
Never Drags*

**DOMINION
McKAYS**

Will prove the livest sellers in your stock because of their popular style and price.

Growing Girls
Misses

Children
Infants

Boys
Youths & Gents

Quick Shipments

on orders for Fall and early Winter selling

DOMINION

Shoe, Limited

2298-2302 Chabot St.

Montreal

To Visit Our Plant Take Papineau Avenue Street Car Going North And Get Off At Bellechasse Street

Mention "Shoe and Leather Journal" when writing an advertiser



Ski Boot Specialists

Merchants who want to win the sporting shoe trade should not be without this Daoust Lalonde Specialty in Ski Boots. Its improved design and construction give the snug fit and comfort essential in this type of shoe. It will stand the hard usage to which such a shoe is subjected, and the specially shaped sole holds the harness of the ski firmly, no loosening or slipping

Made in high and low cut for Men, Women and Boys.

**ADD THIS TO YOUR WINTER LINES NOW AND BE
PREPARED FOR THE DEMAND**



Daoust, Lalonde & Co., Limited

Manufacturing Plant and Showrooms

45-49 Victoria Square

Montreal

Branch—The Metropolitan Shoe Co., 49 Victoria Square

Combined Output 3000 Pairs Daily

1200 Pairs Daily

Is the output of the Norfolk Shoe Co. Limited in their new modern plant at Tillsonburg, Ont. This line consists of high grade staple shoes, for women, misses, children, boys, youths and lads, made of calf, box kip and pebble leathers on the latest and most catchy lasts. Mr. L. C. Van Geel, Manager of the new plant is anxious that all jobbers should become fully acquainted with this line and with that end in view requests all interested parties to write for samples and prices.



*Mr. L. C. Van Geel
General Manager*

The Norfolk Shoe Co. Tillsonburg Limited



*Mr. W. C. Coloff
General Manager*

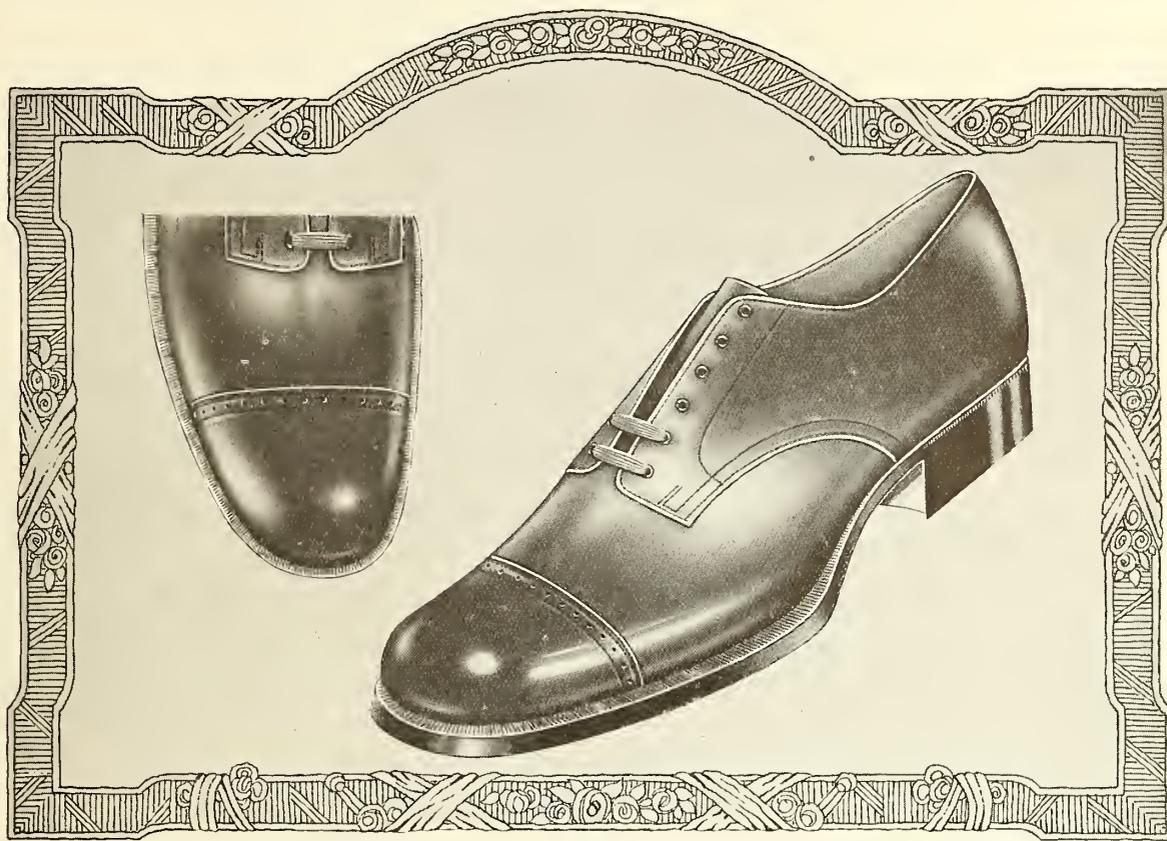
1800 Pairs Daily

The Tillsonburg range of staples for men, boys, youths and lads needs no great introduction to the Canadian shoe trade. The quality of the materials and their so pronounced shoemaking of the best class has won for them the leadership in staple shoe field. Season by season sees a new sales record set, a new record of satisfied customers and greater profits for the dealer whose good judgment advises him to stock and sell Tillsonburg Staples.

The Tillsonburg Shoe Company Limited

Tillsonburg

Ontario



"BANKER"

The business man of to-day must not only be well dressed—to be efficient, he must have comfort.

That's why Marsh's "Banker" was created. It's the kind of shoe you can wear yourself or sell to your best friend. Made in all leathers.

Don't Argue---It's a Real Fitter

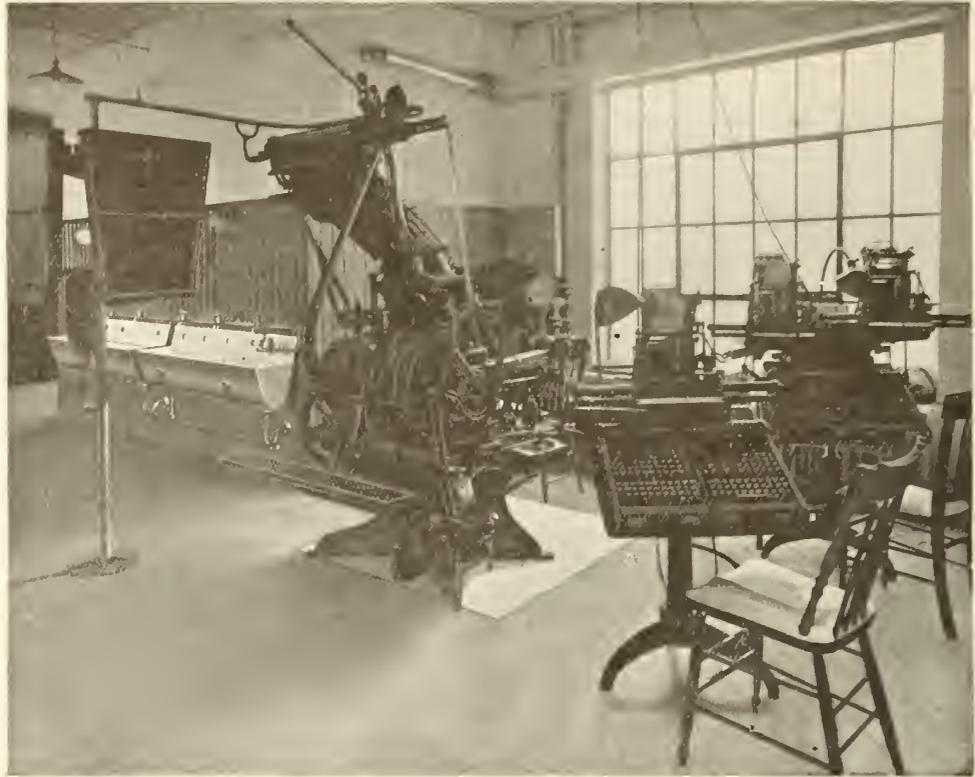
THE W^M. A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

PERMANENT SAMPLE ROOM
QUEEN'S HOTEL

ROOM N

TORONTO



MACHINE COMPOSING ROOM

Some work is most economically produced on Linotype (left), while other work is better set on the Monotype (right).

Acton Activities

Being No. 5 in the Series

THE Acton Linotype and Monotype equipment can handle the maximum quantity of quality work in the minimum of time.

Skilled operators handle this equipment efficiently and speedily, casting the type that is passed to the compositors who set up your letterheads, box labels, circulars, envelopes, personal cards, order forms, catalogues, price lists, etc., in such a way as to give an individuality to each job.

The Acton method of better class printing gives you a finished job that commands attention among any company.



Sell by the Printed Word

Great West "Coldproof" Felts



Specialy manufactured machinery produces our own felt—a felt warmer and longer wearing than other makes. From this material Great West "Coldproof" Felts are manufactured.

From the making of the felt to the finishing of the shoe, our expert methods allow only the highest grade of material and skilful workmanship to go into this business building product. For style, fit and ability to stand rough usage, as in their ability to satisfy customers, Great West "Coldproof" Felts have the lead.

Our stocks contain a complete range of Men's, Women's and Children's Felts for indoor and outdoor wear. If your Jobber cannot supply you write us for the address of a jobber who can.

The Great West Felt Co., Limited

Elmira, Ontario



CALF AND SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO CANADA



CORSON'S
HIKERS
 THE SHOE
 WITH THE
 MILEAGE

Boys' made on "Corson's Hikers" last. A natural last for growing feet in D and E widths. Black and Tan Winter Calf.

Over the Top

Corson's Hikers have gone "Over the Top" with the public. A shoe that is known to have stood four hundred miles of wear, and proved its quality, cannot fail to hold public attention and make sales.

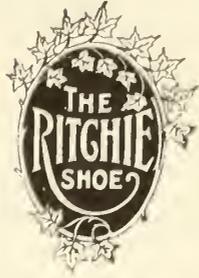
Manufactured under license by

The Talbot Shoe Co., Limited

St. Thomas

:-:

Ontario



Another Feature of Ritchie Service

Boys' Shoes Carried In-Stock



Boys' Beechnut Brown Bal.

Single Sole

No. 3400

Code "Bait"

Last 51



Boys' Nubian Black Blucher

Slip Sole

No. 3401

Code "Banjo"

Last 55

The John Ritchie Co., Limited

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:
510 Coristine Building

Boston Office:
161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

If Winter Comes

THE shoe trade is at present in the attitude of "watchful waiting". October was too fine a month to move heavy goods and dealers had to content themselves with a determined effort to clear their shelves of light shoes while the sun shone.

If the law of averages holds good in weather as in other things, November and December ought to bring a fair amount of seasonable weather. All that is needed is a few degrees of frost and a snow flurry or two to start things moving.

There can be little doubt that as soon as the pinch of necessity makes itself really felt the shoe store will begin to catch up on its sales, as people have been putting off their real buying until the last moment.

The understandable feature about business in staple commodities, for the existing conditions apply to other lines besides shoes, is that there seems to be plenty of money for pleasures and luxuries and but little for real necessities. It will take the convincing argument of good Canadian winter weather to force the situation, so that the general expectation is that the shoe trade will revive, "If Winter Comes."

In the meantime, patience and hard work should be the watchword. Conditions have been such that both manufacturers and dealers have been trying to force activity by cutting prices with the result that the minds of distributors and consumers have been unsettled.

It has been demonstrated conclusively during the past two seasons that healthy business cannot be developed by carving profits to the bone. Four ninety-five welt shoes for instance, have had the effect of sometimes creating the impression that a retailer who asks more than this figure is a robber, and has made it difficult to sell high class shoes at a fair margin.

Those who sit tight and dig for real business at fair prices just now will experience the satisfaction of being in the swim after the "goblins" get those who are keeping their noses above the surface by frantic kicking.

In The Market Place

Note and Comment on Conditions in Retail, Wholesale and Manu- facturing Circles.

GENERAL business conditions throughout Canada remain about stationary. In the shoe business many have become accustomed to blaming the weather, style uncertainty, and various other factors. As a matter of fact the relative quiet that obtains in the shoe and leather circles is not unique. Talk to business men in almost any other field, and you find that their situation is quite similar to that of the shoe business. To some extent the dullness may be ascribed to "unseasonable weather." There is no question that the loss of a season, or part of a season, reflects itself on all branches of industry, and this in turn hits everything from the shoe business up or down. A late spring and a late fall have hit the clothing business this year, and to some extent the shoe business. For, when October is like September, the public are not driven to think of their shoe requirements.

We have much to be thankful for in Canada, however, and sometimes fail to realize that while conditions are quiet they might be much worse. We have looked for marked improvement so long that we do not realize that we are not in the midst of a real depression, but that business is really on a par with last year, and with pre-war years.

Facilities for manufacture and distribution in Canada were expanded to such an extent that when business drops back to its old state, there is not enough to satisfy everyone. And we must face the fact that those conditions are going to continue for a while.

With European buying power at a minimum, with a tariff wall building to the south of us, with keen competition for other world markets, Canadian trade must see several developments of a marked character before it reaches the point of real prosperity.

Meanwhile it is interesting to note the number of men who, when they are asked point-blank, admit that this year is equal to, or ahead of last year. One Toronto dealer was saying that in all but three months of this year, he was ahead of last year. Another found October ahead of last year. And from many quarters come reports that business is quiet—but ahead of last year. And two of the best months of the year are ahead of us.

The cold snap that finished up October and started November showed immediate results in increased sales of shoes. Even manufacturers found a few wires to rush orders, and requesting fast shipment of small lots of shoes.

Buying is still of the hand-to-mouth variety. Whether it be from lack of confidence in styles, or just general hesitation, dealers seem loath to commit themselves to any quantity of shoes for any distance ahead. If that is because of stocks already on hand, it is the proper policy to follow. But the light buying has persisted so long that stocks in general should not be heavy. Possibly it is just a characteristic of retail business as it is done to-day, for hardware men, furniture men, and others all tell the same story of

close buying in small lots.

Wholesale and Manufacturing

The cautious buying of the retail trade reflects itself in conditions in the wholesale and manufacturing end of the business. Some manufacturers, chiefly of staple goods, are fairly busy. But for the most part shoe manufacturers are cleaning up the fall run, and operating slowly. Spring placing has been, to say the least, scattered, though as shoes move more freely off retail shelves, orders for replacement will doubtless be forthcoming. The tendency to hold off till after the first of the year, noticeable during the past couple of years, is again with us, though no radical change in style can be discerned at the moment.

This lack of forward business has among other things, two effects. It makes it difficult for wholesalers and manufacturers to operate with confidence or economy, and it also stirs up the manufacturer to do what many of the trade claim is one of the



A Medium Wide French Toe Oxford, by Wm. A. Marsh Co., Ltd.

causes of the trouble, that is, to seek some more new ideas with which to tempt the retailer.

Leather business has been quiet, with demand spotty, and on a hand to mouth basis. Prices in general remain steady, with buyers seeking concessions. Tanners are operating on a cautious basis, for raw material markets do not look as if they can go lower and demand is not heavy enough to warrant heavy operations. Export business has been fair, and it is safe to say that had Canadian leather producers been dependent on Canadian trade alone, business would have been at a standstill.

The desire for low costs in shoes has served to move low grade leathers more freely than select grades. Stocks are not unusually heavy, and lack of accumulation should tend to hold prices fairly firm, while increased demand would be quickly reflected by advanced prices.

The question of the sales' tax is causing considerable concern and uncertainty in all parts of the trade. The retailer fears that it may raise his prices, when the public are demanding lower prices. The manufacturer is at a loss to know how it will affect him, whether he shows it separately on his invoice or not. Theoretically, it appears simple enough, and in practice it may also be simple. Meanwhile, it gives us something else to worry about.

Stray Shots from Solomon

Of all servitude, that of the borrower to the lender is the worst. Well might Solomon say, "the borrower is bond-servant to the lender." Many a man to-day knows the bitterness of

VILE ages when you can owe money
SLAVERY and be respectable and even religious. People can be pillars of

the church and preside at missionary meetings, and the butcher and baker not be able to get a penny out of them. There are people that roll down in their carriages to church that have not paid their charwoman for six weeks. A glance at the society news of the local papers often affords food for thought. It is a burning shame that tradesmen find it hard to get enough money to pay their bills while these brazen faced society dead-beats are "clothed in purple and fine linen and fare sumptuously every day." In the background of all this extravagance and debt, however, is often one who deserves the sincerest pity—the man of the house. It is common to see a man with two thousand dollars a year income going it at a ten thousand dollar pace. He who would be free indeed avoids debt, as a pest house. Better live on a crust and plain water and be as lean as a greyhound than come into such a place.

* * *

Some of the most solitary people in this world are those who have plenty of money and so-called friends. Money and acquaintances do not take the place of friendship. There is a saying of the Wise Man that

WEALTH THAT is often misapplied. When
ENRICHES Solomon said "He that

winneth souls is wise," he had no reference to the faculty of influencing people along the line of righteousness or to the capacity of winning men to the worship of the Almighty. "He that winneth souls is wise." The man who wins fortune, place or renown gets but a fleeting shadow, he who makes a friend, or "wins a soul" secures an abiding possession. The man who is so poor in friendship that he holds no cherished place in the thoughts of others, is poor indeed. It takes a capacity for bestowing friendship as well as receiving to make a true friend. So the man who makes friends must have that within him which makes his friendship valuable, and in this respect he is "twice blessed," "for it blesseth him that gives and him that takes." "He that winneth souls is wise." Get rich in friends. Not the cheap kind, but those who "stick closer than a brother".

The sure road to the devil either in business or in morals is neglect. You don't need to wait for extravagance or bad investments to bring you to the street, all you require is to sit down and slide. There is more hope of

THE EASY a drunkard reforming than of
PATH a lazy man mending his ways.

Solomon says "The way of a slothful man is a hedge of thorns." Sown by his own hand the crop matures, bars all access to thrift or success, and finally choke off the lazy fellow himself. The slothful man has a hard time, for the Lazy Devil is a hard master. We have known men go to more trouble to escape doing a thing than the doing of it would cost in the first place. We have also seen men who have shirked things when they had a comparatively light job, who afterwards have had to work two or three times as hard to get their three meals and enough to cover them. The disease finds congenial soil in most of us, and will grow with surprisingly little encouragement. When it takes good root a cyclone will not shake it. We heard of a man the other day who got so beastly lazy that he stopped carrying a watch because the "tick" was too heavy.

* * *

It is hard to say which is the worst, the man who drifts about saying honied innuendos, or the fellow who hurts and wounds with the rudeness that he chooses to denominate bluntness. "There

is," says Solomon, "that
THE ROUGH speaketh like the piercing of
THING a sword." One can rid himself

of the company of the creature in hob nailed boots, slouch hat and vile mouth who violates the proprieties, but it is hard to deal with the society or business lout whose tongue like a bludgeon or rapier makes havoc of our feelings and sensibilities. We have to put up with him although we often groan under the weight of the affliction. There was a time when a man could be a boor and make money. To-day, fortunately, one of the things that tell against success is neglect of the amenities of business. It does not pay to be Jack Blunt. The "Rough Thing" is even more fatal than the "Smooth Thing" as bringing swifter and more certain retribution. Molasses is better than vinegar when it comes to a choice.

Solomon

Psychology In Advertising

*Human Nature in Advertising—
A few Hints, Helps and Don'ts
for Retail Shoe Store Ad-Writers.*

ON the ad.-writer in the retail shoe store, falls the duty of maintaining his store's reputation in print. The salesman in the store deals with only one customer at the time, and can therefore adjust his talk to suit that particular customer, whereas the ad.-writer has to appeal to a large number of readers with the same story. A fact both interesting and difficult. Advertising, as we all know, is printed salesmanship and to be effective must have the same snap as the store salesman. The shoe store advertises in the first place, to attract people to the store, in the second place, to make customers of them when they get there. The advertisement that draws the reader to the store without buying has failed in its objective as far as the shoe retailer is concerned. Successful advertising evolves successful merchandizing, which of course means that the ad.-writer should have a fundamental working knowledge of selling, which is again in its own turn based on a fair knowledge of human nature. To know human nature is to know what will appeal to the various classes of people and to know what is the correct appeal in the advertisement, which brings us to the study of human nature or the psychology of advertising. The study of the shoes to be sold is highly imperative, for the reason that the advertisement should give as many positive and interesting details as the store salesman, but it is not so important as a working knowledge of human nature. Psychology as applied to advertising is not accepted by many advertising men, who look upon it as something scientific and unnecessary to the shoe business. It is however a weighty factor in the sale of shoes by print. Intuition, the attention, the will, the memory, and the association of ideas throughout the mind is the definition of psychology. It is easier to write effective advertising with an understanding of how the human mind will be affected by hope, fear, duty, vanity, curiosity, sympathy, love, sentiment, fashion, style, caution, economy, money love, luxury love, appetite, beauty, instinct and so on unending.

An excellent way to study psychology is for the ad.-writer to study himself. Let him pick up the daily newspaper and see how his attention is caught and held by the matter his eye falls upon. If it does not appeal to him he will pass it by, but for instance, if he should be a radio fan, and he comes on an article or advertisement on radio, it doesn't matter how long it is, he will read it, perhaps not then, but it will be put away to be read later. He should also study how his own impressions are made and how his ideas, convictions, actions and thoughts are consciously or unconsciously formed.

The writer who studies his own mind, will be enabled to work on the minds of others more specifically, give them better service and create a greater quota of sales for the store. When you make a purchase, reason why you bought it. Was it a thorough necessity, or the chance to save, but don't for one moment believe that every person thinks and reaches

the same conclusions exactly in the same way. The appeals you make to your readers, on instinct, sentiment and reason, are influenced by the reader's age, education, sex, locality, circumstances and the things that go to make up a world of individuals. There are no two people just alike. After the writer has secured a good grasp on human nature, and of the readers in his community, the right sort of copy appeals will naturally assert themselves, and it remains only to lay out, and write the advertisement in a live style.

Prices, seasonableness, bargains, white space, copy space, cuts, display lines, etc., are now up for the writer's consideration. The size of the advertisement is usually known beforehand and from this size the ad.-writer knows how much matter and how many cuts he can use. The reader's attention should be secured with a snappy display headline which should arouse his interest and excite the desire to buy, or at least encourage him to enter the store where a salesman could finish what the advertisement started.

Unless the ad. is of the bargain type and offers cut price specials, the advertiser can hardly expect the reader to dash off to the store and buy shoes right away. The advertiser cannot expect immediate results, but he can expect results in a few days, a week or a month, or whenever the reader needs new shoes, providing the advertisement has been worded in such a way to leave the correct impression on the reader's mind. The perfect advertisement sells shoes in the present as well as the future, because it sells the advertiser's name and store at the same time.

The advertisement should be written clearly, convincingly and concisely, and in such a way as to leave no doubt in the reader's mind. Stereotyped phrases and wording should not be used if it can possibly be avoided, while interesting phraseology should always be strived for. Indifferent construction in the copy matter as well as too many technical, factory terms unknown to the man on the street, should be ruled out. The reader may not have the time to read a poorly written and ill constructed attempt.

It is always wise to remember that the public will remember a short message longer than they will a straggling one. Don't use ten words if you can express yourself in five. The amount of copy used depends on the class of trade the advertisement is reaching and the goods advertised. It is generally accepted that women will read more details than men, so it is logical to put more descriptive matter in a woman's shoe advertisement than in a man's. The short message, with a complete description is more apt to catch the eye of the man reader, and hold his interest than a long rambling message. The ad.-writer should always endeavor to have his advertisements seasonable, and would profit quite a little if he would remember that in certain seasons peoples' minds turn to certain objects or subjects. It is then the ad.-writer's opportunity to cash in. This can be illustrated with new shoes and Easter, skating shoes with winter and canvas goods with the advent of summer.

Timeliness is also another feature that the good ad.-writer will capitalize on. When the local tennis star wins a match in the summer the ad.-man can find out what make of shoes he was wearing at

(Continued on page 41)

The Big Convention

Preliminary Arrangements for Gathering of Shoe Trade in Montreal, January 21st, 22nd and 23rd, 1924—Premier King Invited to Speak.

THAT the year is rapidly slipping by is indicated by the approaching close of the football season, preparations for hockey and skating, preliminary announcements of Santa Claus, and the fixing of the dates for the annual Canadian Shoe Trade Convention.

To men in the shoe industry, this joint convention has become one of the important events of the year. Gathering as it does, the leaders of all branches of the trade, it affords an opportunity for the exchange and assimilation of ideas, the crystallization of thoughts and policies, such as cannot result except from actual contact.

While the actual program is still in the making, the committees have started work, and the convention has definitely been fixed for Monday, Tuesday and Wednesday, January 21st. to 23rd., and the headquarters the Windsor Hotel, which has been the scene of many a historic gathering in our industry.

The big Joint Shoe Trade Convention will comprise sessions of the Shoe Manufacturers' Association of Canada, The Shoe Wholesalers' Association of Canada, The National Shoe Retailers' Association of Canada and the National Shoe & Leather Travellers' Association of Canada.

A general Executive and Financial Committee has been appointed, consisting of :—

Mr. L. P. Deslongchamps, representing the Shoe Manufacturers' Association; Mr. Ralph Locke, representing the Shoe Wholesalers' Association; Mr. Geo. G. Gales, representing the Shoe Retailers' Association; Mr. C. E. W. Lessard, representing the Shoe and Leather Travellers' Association.

On Monday, sessions of the Shoe Manufacturers' Association of Canada will be held both morning and afternoon.

On Tuesday, Wholesalers, Retailers and Travelers will be in separate sessions in the forenoon.

On Tuesday afternoon sample rooms will be open for inspection.

Tuesday afternoon will also be devoted to conferences and Committee Meetings of all branches.

Wednesday morning will be left open for the visiting of sample rooms.

A joint luncheon will be held Wednesday noon,—followed by a joint session of the four Associations. This should be one of the most valuable sessions of the conference.

On Wednesday evening a joint banquet will be held.

Hotel Arrangements.

The Windsor Hotel management is setting aside an entire floor for sample rooms, and sample rooms will not be allotted except upon application to the Convention Secretary, Mr. S. Roy Weaver, Room 204, Board of Trade Building, Montreal.

A special reduction of about twenty percent. will be granted by the Windsor Hotel management on all bedrooms for registered delegates.

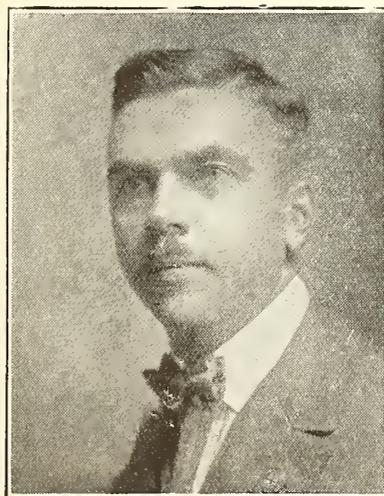
Although the plan for sample rooms is not yet available a large number of applications for sample rooms already have been received, and it is expected that sample room displays will be more numerous and better even than last year.

Retailers' Day.

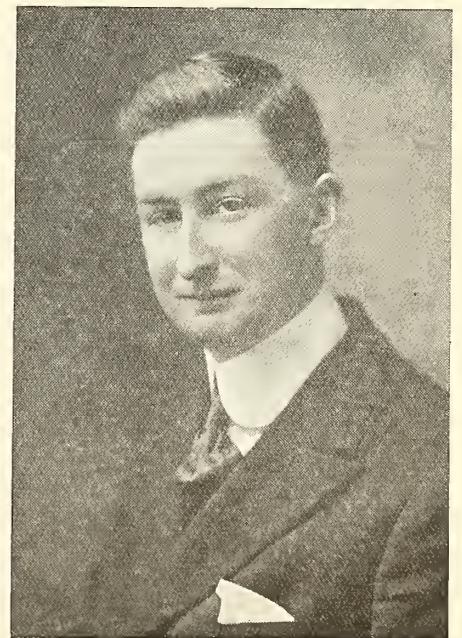
The National Shoe Retailers' Association have concentrated their business in the one day, Tuesday, although the joint session on Wednesday afternoon brings them into active participation with the other branches. Special hours for viewing samples will allow plenty of time for dealers to see and buy, without interfering with the convention meetings. The National Retailers' Association is making its plans independently from the Retail Merchants' Association, pending the completion of certain arrangements which have not yet been made.



Mr. J. E. Warrington
President, Shoe Manufacturers' Assn.



Mr. Howard Blachford
President, N.S.R.A.



Mr. S. Roy Weaver, Convention Secretary
Manager, Shoe Mfrs'. Assn. of Canada
Manager, Shoe Wholesalers' Association

Six Months' Style Guarantee

THE question of guaranteeing styles for six months, which was raised by a letter from Jas. T. Sutherland, well known traveller, is receiving consideration from the trade in many quarters. As with most problems, there are several angles from which to view it.

There is a certain type of store which thrives on style change, and does what has come to be called a "novelty" business. Located where customers are available who want the latest ideas from New York or other centres, and are not worrying about prices, these establishments can get such figures for new ideas that they can "scrap" the tag ends of the line, having made a profit, and pass on to the next style. These stores, or locations, could be numbered almost on one hand, so far as Canada is concerned, and the volume of business they could do is extremely small in comparison to the total shoe trade of the country. It is claimed that the desire to do that class of trade has caused many dealers to demand novelties who had no business in the novelty game. For not only must it be played right, but it requires all the equipment—including the customers.

There is also the claim made that the manufacturers are to blame for introducing novelties to stimulate trade. That may or may not be the case. In any event, it is dangerous to load a dealer up with new stock, and stock that will take away from his en-



A Woman's Oxford, by J. & T. Bell, Ltd.

thusiasm and ability to sell the shoes he already has.

Then there is the man who claims that demand for novelties cannot be stopped, because it comes from the public—and not necessarily from the people who have looked through American stores or streets. One man tells a story of a hypothetical case wherein Mrs. Smith sees an advertisement in an American fashion paper. Beautifully drawn in colors is a woman in a purple costume, with purple shoes. Mrs. Smith fancies the shoes, and asks her dealer, or several dealers, about it. Perhaps Mrs. Brown and Mrs. Jones do the same.

Next day, along comes a shoe salesman to this town, and is asked if he is showing purple shoes. Never heard of them, but he will enquire.

Saturday morning, at the factory. Sales-manager and several travellers swapping grief. One of them says, "Say, I had several enquiries for purple shoes this week. Why don't we show some?"

A couple of the others had the same experience. But the sales-manager "pooh-poohs" the idea, and tells them to go sell what they have in their line.

Nevertheless, he mentions it to the head of the manufacturing end of the business, who also forgets about it—until a leather man drops in. As he is leaving the shoe man says:

"By the way, what have you in the line of purple shades?"

It happens that the leather man has a sample



A New Broad French Toe Oxford, by Wm. A. Marsh Co., Ltd.

with him, and books his order for a few skins for samples.

And shortly after dealers are offering purple shoes in various localities and a new style has been added to the existing multitude.

Sounds logical, doesn't it?

So in a consideration of the limitation of styles, we have three factors to consider,—the public, the dealer, and the manufacturer. Quite aside from the fact that to the south of us we have a large group of designers busily turning out styles and patterns in dizzy profusion.

The question is well worthy of consideration. It has been suggested in some form for two or three years. But the danger grows. To-day it is not confined to "exclusive" houses. Shoes that appear on Broadway or Fifth Avenue are offered to Canadian dealers in medium to low price goods a very few weeks after.

So that any arrangement to limit styles, to be effective, would have to be subscribed to, not only by leading manufacturers, but by dealers as well.

Between now and the Joint Convention in Montreal, there is time for the various forces to get together and put over some arrangement that would make that meeting stand out as a red letter day in Canadian shoe history.

As Jim Sutherland says, "An Ingersoll watch at \$2.00 is guaranteed for a year. But shoe manufacturers have guaranteed nothing re. changing of shoe styles and it is a national issue."

"Shoe Dealers Demand six months' Style Guarantee from Manufacturers."

Reviewing The Leather Market

Views of some Leading Leather Men.

WITH the feeling that to-day one cannot get too many views on present conditions and prospects, we are particularly pleased to be able to pass on to the Canadian trade the opinion of some of the leaders in several branches of the leather trade.

Mr. C. G. Marlatt, of Marlatt & Armstrong Co., Ltd., says:—

"Business during the year in many lines was of a disappointing character, in others especially good.

"The outlook for trade in Canada, to my mind, is more favorable now than it has been for many years, due to reduced stocks, and the great harvest Canada has been blessed with this year. The quantity of leather that tanners and leather dealers had on hand after the great slump in prices has been almost entirely disposed of, and the shoe manufacturers are now buying leather of recent tannage, an advantage to them, and, as it means that the tanners are working on orders largely, it makes a corresponding or even greater benefit to the tanner.

"During the year, the uncertainty of the class of leather to be used by the shoe manufacturers made it difficult for the tanner to buy ahead for his requirements. This difficulty was greatest during the early part of the season, and now that the kind of leather required for the spring trade has been definitely settled, and the probable quantity estimated, the tanner is able to look ahead and secure hides taken off during the past month or two, and also contract for hides to the first of January. This enables his cost to be more definitely settled and he secures the very best hides of the year, making leather of the highest quality and at a reasonable cost."

Mr. Jules Payan, of Duclos and Payan, says:—

"I feel there is a slight improvement, although conditions have not been stabilized, and the anticipated boom which many thought would occur towards the last of the year has not so far materialized.

"Among the tanners, particularly the smaller ones in this Province, there is keen competition, considerable price-cutting, and almost an open market exists.

"Prices are firmer with those who have stronger resources.

"There is a scarcity of chrome splits, and there has been a slight improvement in side leathers, but a steady market does not exist.

"In looking to the future, I anticipate a decided improvement by the middle of November.

"One of the factors which I think is affecting the market at present is the mild weather, unusual for the season. This has an effect on the retail trade, which results in orders not being placed at the factories.

"The main problems with which the leather man is faced to-day are two,—the unstable condition of

affairs, and the unsettled state of the market as to prices.

"Prices of leather must go up in some instances, as there is leather sold at tanner's cost, and other instances sold below cost, and the sooner tanners establish prices the better for the shoe manufacturers and the trade in general.

"I see no other way in which these matters can be met any more than to wait for what changes in conditions time will bring forth."

Mr. W. J. Heaven, of the Anglo Canadian Leather Co. Ltd., dealing with the question of sole leather, says:—

"It occurs to us that there are perhaps two or three outstanding features in connection with the present conditions of the shoe and leather trade which might be taken into consideration.

"In the first place—we would consider that the expansion before and during the war brought our production of leather and shoes up to a point far beyond the requirements of the domestic trade. So long as an export business was possible this took care of the surplus production, but the export trade for sole leather has disappeared owing to the fact that England was not open to import—other European countries were not able to import and the United States had a surplus, and were, therefore, as badly off, and perhaps worse—than Canada.

"Following this—our own domestic requirements slumped and thus the output in Canada was very sensibly diminished. With regard to this particular point—I think two features should be taken into consideration—First, the fact that before the war many lines received a great part of their support from the younger men who wished to make it a point of being well dressed and up to date, and therefore bought far more shoes and other articles than they ever wore out. With a large percentage of these young men going Overseas the trade was affected to a very considerable extent and perhaps this part of the trade has never really come back, at the present time, we would think, to a large extent because so many of the young men who were good dressers in the past, are now driving motor cars and content themselves with less fashionable shoes and clothes and less up to date models. Possibly this condition cannot readily be counteracted.

"There is one point, however, which so far as the shoe industry is concerned—the writer thinks is in the hands of the shoe manufacturers themselves; and we refer to the multiplicity and the instability of styles—Manufacturers not only fail to adopt a limited number of definite styles for a season's run, but after adopting a certain line, presumably for the season, they seem to vie with one another to see who can be the first in adding supplementary styles to their own lines. Consequently—the shoe buyer is afraid to buy because he has no assurance that within the next few weeks new styles will not be on the market which he will be expected to buy if desiring to keep up with his competitors.

"Another evil which appears to us in the shoe industry at the present time, is the constant effort to reduce prices at the expense of quality. Lower and lower grades of leather are being used in the effort to lower the costs to a point decidedly detrimental to the ultimate consumer."

Spats, Rubbers and Goloshes

Will Goloshes sell this season or has the spat staged a comeback?—Some thoughts on rubber selling.

THE spat, rubber and golosh season is just about here, and once again the retailer is up against the proposition of what the public will wear and what they won't. As usual, opinions, like conditions, vary, depending from which angle the point of view is based on.

Some retailers believe that the cold weather is the only thing to stimulate business of this nature, while other dealers put their faith on the pleasant weather we have had recently as the thing to bring the public out doors and window shop. On the whole, shoe merchants seem to be selling women's oxfords and strap slippers about fifty-fifty which of course means, if this is a typical condition, that spats stand a fairly good chance of showing themselves about town in equal comparison with the golosh. The novelty effects that have been sold lately, will certainly need the re-enforcement of the golosh if they are to be worn in the rough winter weather, while on the other hand spats or goloshes can be worn with the oxford according to the women's taste. Some retailers who have had a run on oxfords expect the spat to be the thing this year, and base their opinions on the fact that if goloshes are plentiful the fair sex will swing around to spats, as it seems to be a human characteristic to want a thing when it is hard to get, and to ignore it when easily secured. This condition has made it hard for retailers to buy and has resulted in buying by the guessing method to a certain extent.

In many centres the large retailers are carrying only a small golosh stock and a larger supply of spats according to their own forecast on the situation, while other stores in the outlying districts are just the reverse and expect the golosh to hold its own on a solid basis of comfort. The golosh manufacturers have the golosh question pretty well in hand, and it is predicted that the shortage of last year will not be felt this season.

Another angle on the wearing of goloshes and spats is the question of the longer skirts.

The opinion is being expressed that with this new advent in women's dress, that neither golosh or spat will be worn, but just a regular brogue oxford and silk hose, with the new invisible flesh colored hose for wearing under the regular silk hose. This will have its effect on the sale of goloshes and spats. This invisible hose has not been much under the public notice, but manufacturers, learning that many women cannot wear woollen, and silk and wool hose, are now concentrating on this novelty and are incidentally offering the retailer a new feature for his hosiery department. Whether this will bring pressure to bear on the sale of spats and other winter accessories remains to be seen.

It is a general feeling that men will not take to the golosh unless the weather becomes very severe, though some manufacturers have patterned a new last of two buckle goloshes for men, believing that

the male sex will fall for their comfort and protection. Men's oxfords in black and brown are selling well, and in many cases the dealer is selling them spats to go with them. If men do take to the golosh it is not likely to be until after Christmas, as the spat offers sufficient protection from now to then. It is thought by some merchants however, that the mere male will consider the golosh too faddish, and pass it by as a serious question in their winter's selling program. A fair average summary of the spat and golosh problem would be for women, fifty fifty on spats and goloshes and men, spats, but as one retailer put it, nobody knows and only time will tell.

Rubbers are also up for examination, and have their say in the retailer's business. Preparations have been made by the rubber manufacturers for the coming wet season, and it is freely thought that the light rubber will be worn with the spat or gaiter until the arrival of the severe weather. There has not been sufficient rain to date to influence the sale of rubbers in any quantity, although some dealers have already sold a few pairs, chiefly to women when buying new shoes, or to some unfortunate soul caught in a sudden squall with a pair of fancy cutouts on. Rubbers do not offer the protection to the ankle that the golosh offers and it is easily seen that the peak of the rubber footwear sales should be reached before the snowy weather sets in. In some cases, dealers have their rubber stocks on their shelves paid for, but have not as yet made a sale. The majority of merchants, however, have received only a percentage of their orders, just enough to meet a rush demand caused by the unexpected arrival of rainy weather. It is the opinion of many that rubbers do not pay the retailer a sufficient profit and many would cease to stock them if they could possibly back out. The average profit on a pair of rubbers is thirty-five cents, and although four or five pairs of rubbers can be fitted to one pair of shoes, they feel that the profit on the total volume of rubber sales is not in fair comparison with the time and store space spent on this line.

It is necessary to sell quite a few pairs of rubbers before the cash received equals the sale of a pair of shoes.

Rubbers, however, are something that a dealer must have, even if it is only in the nature of a consumer service, and the best thing to do is to see that all stocks are of easy access and that customers are fitted correctly and speedily, then and then only will the rubber department pay a profit.

General conditions respecting the spat, rubber and golosh trade, are a little too indefinite, and the time a little too early to give a truly comprehensive outlook on the situation. Cold weather would be welcomed by many merchants as the one thing to stimulate sales, but even with that they are none too sure of the trend the public will take. It depends, to a certain extent, quite largely on the weather. If this year remains mild, sales in all lines will be slow, and there would be no great revival of business until cold, slushy weather makes more adequate foot-covering a necessity.

With the reports of heavy snow falls in the Western provinces, it seems that the cold weather is no great distance away, and if this is so, dealers should soon find business on the turn. The retailer must think and buy carefully, for if he guesses too haphazardly, he is apt to find himself stuck with too much of one line and short on the other.

Preparing for Christmas

THE harvest periods for the alert shoe retailer are the Yule Tide and the Easter Tide seasons. The former is now at close range, and the wise merchant is one who prepared now for the big business which should come his way later. He must see that his stock is well arranged and accessible, that the store interior is neat and trim, and made unusually attractive with some appropriate decorations. The windows should reflect the Christmas spirit in life, color and association, and afford ample suggestion of what is suitable for every member of the family.

More and more and particularly during these times, the necessity of giving useful, practical and serviceable gifts is being emphasized. There are so many and varied selections in the ordinary shoe emporium that it should not be hard to please and satisfy the most exacting caller. The enterprising shoeman not only has his shop and windows full of the latest and most beautiful styles of house and street shoes, slippers, overgaiters, leggings, moccasins, felt boots, rubbers, overshoes, hockey boots, skates, etc., but he sees that these lines are featured in his announcements in the daily and weekly papers.

Solving the Gift Problem.

Make your printed matter radiate the gladness and festivity of the coming season of goodwill. Let it be known that a gift is none the less pleasing and acceptable because it possesses a sane, utilitarian character. The newspapers are urging the people to take the affairs of every day life during the present strenuous era with seriousness, calmness and fortitude, and no mercantile establishment presents more appropriate or saner offerings in the gift giving line than the family footwear dispensary.

Every announcement should have an attractive and timely caption or heading. This should be followed by a few words of greetings, explanation or instruction. The various lines which your establishment presents for the holiday season should be noted, and it is good business to indicate a range of prices, but it is not necessary to specify a figure for every shoe.

The far-seeing shoe retailer should also emphasize the necessity of early buying, explaining that when lines are complete a better selection is open to patrons, a more competent and painstaking service given, as well as personal and prompt attention. Now and then, when people wait till the last week to make their choice in footwear, they are not properly fitted, or buy something which they really do not care for. In looking over the advertisements of representative shoe retailers in Canadian cities, it is gratifying to observe the quality of publicity, its attractive nature, well-balanced display, and the manner in which the various lines handled are featured.

On this page of the Shoe and Leather Journal the caption and introductory paragraphs of various Christmas advertisements are given. They will be found worthy of perusal, and offer the busy fellow, who has little or no time at that season of the year to devote to ad. writing, helpful hints, and catchy phrases.

Use the newspapers freely. They will yield you good returns, as most people faithfully peruse the advertising columns of their favorite journal around Christmas time, in order to find out what is available in the way of Yuletide donations. Make your advertisements edifying, interesting and helpful. Above all make your preparations early.

A Handy Shopping List.

Here is a list of one shoe firm who says, "The useful gift is always the most welcome." "Look over these selections, they will help you reach a decision."

Satin slippers	Kid slippers
Gold and silver slippers	Sterling silver buckles
Shoe ornaments	Hockey boots
Hockey skates	Everett slippers
Opera slippers	Cavalier slippers
Pullman slippers	Romeo slippers
Fur trimmed Juliets	Boudoir slippers
Pretty Pumps	Buckskin moccasins
Fancy button hooks	Overgaiters
Fitted suitcases	Children's leggings
Ankle protectors	Carriage boots
Tennis shoes	Football boots
Polishing outfits	Warm Wanigans
Shoe trees	Rubber heels
Heel cushions	Aero-Peds
Arch supports	Cushion insoles
Soft soled bootees	Shoe horns
Warm overshoes	Rubber footwear
Bathroom slippers	Silk laces
Canvas trunks	Leather bound trunks
Fitted club bags	

Santa himself recommends the pretty house and bedroom slippers we are showing at our store, as useful and acceptable gifts. These are very attractively priced, a full range to select from, from baby to grandfather and grandmother.

Give footwear this Christmas. It heads the list of the most sensible gifts, because it's always useful, always comfortable, fashionable, serviceable. It's a standard in value as the good money you buy it with, also every pair is backed up by us for satisfactory wear.

Christmas shoe sale now in full swing. Our large store is filled daily with eager shoe buyers for their holiday and winter footwear. Never before have such values been offered to the public at this time of the season.

Suitable footwear gifts—now is the time to select your footwear gifts from our big stock of dress shoes, evening slippers, felt and leather house slippers, hockey boots, moccasins, overshoes, rubbers, and the many other useful gifts for the Christmas shopper. Do your Christmas shopping now.



Shoe Factory,
Ottawa, Ont.

Greater Protection Needed

Mr. L. P. Deslongchamps Discusses the Tariff and the Shoe Industry.

AT a recent meeting of Canadian Manufacturers in Montreal, the question of the tariff was discussed from several angles. The viewpoint of the Canadian shoe industry was outlined by Mr. L. P. Deslongchamps, vice-president of the Shoe Manufacturers' Association of Canada. His address was given in French, but was translated and published in "Industrial Canada," as follows.

"The last official figures furnished by the Government show that there are in Canada 177 boot and shoe factories with a capital of \$32,000,000, and paying \$13,000,000 in wages to at least 14,000 employees. The value of their raw material is estimated at \$23,000,000 and their total production at \$45,000,000.

"It may be seen, therefore, that this is one of our leading industries, but, unfortunately, it is the one most exposed to competition from other countries, in particular the United States and Great Britain.

"In the first place, the United States, because they have 1,500 splendidly equipped factories with a daily capacity of 1,750,000 pairs, are strong competitors. This capacity exceeds the needs of their population by 33 1-3%.

"Great Britain is a competitor because the world market for leather is there. It is the centre of trade for skins coming from all countries of the world, and in addition England has the best disciplined workmen and the cheapest labour.

"The Canadian Government has already recognized the danger arising from lack of protection in the boot and shoe industry, by establishing suitable regulations concerning the entry of these goods into Canada; and, as far as American merchandise is concerned, I believe that the protection, without being too great, is sufficient. But it has never dared to impose the same duties on merchandise from England, and the preferential tariff which we grant that country has now become a real danger to our industry.

"In spite of the power of its commerce, its organization and its wealth, the Congress of the United States has decided that an import duty of 40% ad valorem is not too great, and this is imposed on goods from all countries. The result is that, with a population of 110,000,000, there enters into the United States only \$500,000 worth of merchandise a year, while into Canada, for the same period ended in March, 1922, there entered goods to the value of \$1,582,000.

"I should remark here that the value of shoes entering Canada was much greater than that indicated by the figures, since in the majority of cases, the value given was for "dumped" merchandise, and the tariff authorities, to whom we complained of this in several cases, did not hesitate to tell us that we were perfectly right.

"The most alarming importations for us are those which come from the United Kingdom.

"During the month of August, 1922, we imported \$46,000, in round figures and in August, 1923, \$98,200,

or an increase of 113%. If this constant increase continues during the coming year, these imports will rise to over \$1,000,000. I say then that we have no right to overlook this commerce which will grow and which will undoubtedly cause the ruin of some of our industries. If this sum, which appears small at first, were equally divided on all our manufacturers, it would not be so injurious but it affects particularly three branches of our industry: (1) Fine shoes for men, (2) Very cheap shoes and (3) Felt shoes.

"We were able to prove during the last exhibition in Toronto, that the English manufacturers were sparing no effort to establish their products in our country. There are actually in Canada at least ten English houses, with branches and representatives. These last, make no mistake about it, do not fail to make full use of the advantages in favour of England which I have already mentioned, and in addition they can ship from the British Isles to Vancouver at much better rates than we can get by rail from Montreal or Toronto.

"As you see, there is certainly cause for alarm, and I am not afraid to tell you that if the boot and shoe industry suffers and is jeopardized, the natural result will be that the home market for a great quantity of our other products, particularly those of agriculture, will suffer considerably.

"It is not from egoism that we ask protection; no more is it from a desire for money or extraordinary profit. It is a question of life or death.

"In the past three years, 41 factories have failed or compounded with their creditors, not to speak of those afflicted by the chronic malady of reorganization; and I believe I am correct in saying that one could not find \$25,000,000 for the capital of \$35,000,000 which represents the value of our industry.

"The occasional disordered competition which prevails among the 177 existing factories is an absolute guarantee that the price of our shoes has been no greater than in any other country if value is taken into consideration.

"The government then should abolish all tariff preferences and keep in Canada all that local industry can produce. I am perfectly well aware that I am touching a delicate point and that the preferential tariff is a high trump in the cards of the politicians who play at imperialism. But for us, men of business, who play with our cards on the table of our economic needs, this trump is very like the queen of spades.

"I have always understood that we should give a preference to English goods over foreign products, but I shall never consent to giving them, under a pretext of loyalty, a preference over our own products, and the whole question comes back to that. Charity, well-ordered, begins at home. Very well, let us begin with ourselves.

"Someone will doubtless object; that we must be loyal, patriotic and generous in making great sacrifices for the Empire. To such a person I shall reply that in order to be loyal and generous one must first be in a position to meet one's own obligations, and, if we paralyze our industries under some pretext of misunderstood loyalism we will be nothing but the alms-collectors of this great association of the British Empire.

"Moreover—let us speak without fear—in England, no one will be shocked if we adopt the principle which the great British industries have always followed—'Business has no sentiment.'

(Continued on page 41)

B

Onyx — Archgrip — Georgina
"Grips the Arch"



Turn Footwear for Evening Wear

CROSS STRAP PUMP

*Recommended in Log Cabin, Toast Brown and Beige Suede,
Patent, Kid, and Satin*

Retails \$8.50, \$9.00, \$10.00

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

The Sales Tax Situation

*An explanation by S. Roy Weaver,
Manager of The Shoe Manufacturers' Association of Canada.*

HERE is a great deal of misunderstanding as to the effect of the new sales' tax regulations and a brief explanation of the situation may help to remove some of the haziness and misconceptions.

With the intention, apparently, of simplifying the operation of the Sales' Tax, the Parliament of Canada enacted legislation in June of this year, making important changes from the system now in force. The new plan, which becomes effective on the first day of January, 1924, provides for taxation of finished commodities only, the tax to be levied at the time the goods leave the possession of the manufacturer and are started in the process of distribution either to the retailer directly or to the wholesale house and from there to the retail merchant.

Important groups of manufacturers, including all those producing commodities exclusively or principally for use by other manufacturers, are relieved from any burden in connection with the sales' tax and the entire responsibility for collection of the tax is placed upon the manufacturers whose products are finished goods requiring no further manufacturing processes and ready for the users. These manufacturers are required to collect the tax for the Government without any remuneration whatsoever for their services.

To a very large extent they must finance such taxation as well, because in many cases the manufacturers will have to pay the sales' tax to the Government months before they themselves receive payment from their customers. Moreover, the Government makes no provision for rebate or allowance of sales' tax in case the purchaser become insolvent and the manufacturer is not able to collect his bill, which includes the price of the goods and also the Government tax on the sale.

It must be obvious that the manufacturer cannot absorb the new six per cent. sales' tax. It is doubtful whether any manufacturer in Canada is making a net profit of 6 per cent. on his turnover under present conditions, and many are barely breaking even, or are losing money. The Government has never intended that manufacturers should absorb this levy. The tax must be charged forward to the wholesaler and retailer and by these to the consumer. When the shoe manufacturers examined the Sales' Tax Act, they found that it expressly provided that:

"19 BBB (12) (a) When goods are sold by a licensed manufacturer or producer or by a licensed wholesaler or jobber to a wholesaler or jobber not licensed under this Act, the purchaser shall be furnished with a written invoice of the goods sold, **which invoice shall state separately the amount of the tax.**"

No shoe wholesaler will be a licensed wholesaler under the definition of the New Act, so that on all invoices to the wholesale trade the shoe manufacturers are required by law to state the sales' tax separately.

The Act did not prescribe whether the same practice should be followed in respect of sales by manufacturers to retailers but appeared to leave to the discretion of the manufacturer the manner of invoicing and charging the tax forward. This question as considered very thoroughly by the Executive Committee of The Shoe Manufacturers' Association of Canada and it was decided unanimously to continue the present practice of selling strictly conditional upon sales' tax being extra to the prices quoted, and of showing the tax as a separate item on every invoice. In reaching this decision the Committee was influenced by a number of very important considerations:

1. The Act requires the tax to be stated separately on invoices to wholesalers and it was thought desirable to have the same practice in respect of invoices to the retail trade as of those to wholesalers.

2. Continuance of the present practice will enable the retailer to buy at slightly closer prices, inasmuch as he will be assured that the manufacturer is taking no profit on the sales' tax or loading his price in any way because of such tax.

3. Shoe manufacturers frequently are held responsible for high prices. They are prepared to defend at any time the fairness of the prices charged by them, but the sales' tax is an addition to the price imposed by the Government for public benefit therefrom. In fact, the tax involves a considerable burden upon him. It seems reasonable, therefore, that the tax should be kept separate. There is a further consideration, that by showing the tax separately it will be recognized by the purchaser as a tax, with the result that every branch of trade will recognize a direct interest in seeing to it that all possible economies are effected in the conduct of the National business.

4. Prices in the United States and elsewhere are prices without sales' tax. If Canadian manufacturers were obliged to quote prices including a 6 per cent. sales' tax, there would be danger of unfair comparisons between prices here and those in other countries.

5. The rate of the sales tax is not a permanent rate, but is subject to increase or decrease at any time. If the manufacturers' prices included the tax, it would be necessary to prepare new price lists, catalogues, etc., every time the sales' tax is altered.

6. Countries imposing tariff duties on imported boots and shoes require that the value for duty purposes shall not be less than the "home market value in the country of origin." If Canadian manufacturers be required to include the sales' tax in their quoted prices, other countries will insist that the "home market price" is the price including the tax, although no sales' tax is charged on exported goods.

There were other considerations, including book-keeping methods, commissions, etc., and after a thorough examination the Executive Committee decided that the best interests of all branches of the shoe trade and particularly those of the retailer would be served by continuance of the practice now in operation and to which the entire trade is accustomed. The Committee considered the argument advanced in favor of prices including the tax, viz., that retailers in many cases have not taken the sales' tax into account in determining their re-sale prices, that consequently they have not had sufficient margin to cover their expenses of doing business and provide a reasonable profit. The members of the Committee



Wos. Black Dongola Kid, Flexible McKay, Theo, Cushion Sole, Rubber Heel.



Women's Black Dongola Kid, Flexible McKay Bal., Cushion Sole, Rubber Heel.



Wos. Black Dongola Kid Oxford, Flexible McKay, Blu. or Bal., Cushion Sole, Rubber Heel

Three McCaughan Staple Lines

While we are excelling as creators of smart style footwear, we are also specializing in a range of reliable, attractive staples, possessing those sure-to-sell qualities merchants are in need of to-day. The popular lines illustrated provide you with three great specials for Fall and Winter trade. **ORDER NOW.**

In Stock --- Immediate Delivery

J. A. McCAUGHAN & SON

390 PAPINEAU AVE.

MONTREAL

Handle The Hockeys That Sell

It will soon be the opening of the Hockey Shoe selling season, and in catering to this important trade why not handle the line that is in every way superior and that sells with greatest ease and most profit. Samson Hockey Shoes should be ordered NOW for your Winter Stock.

Be sure to see our new lines of **WOMEN'S MEDIUM McKAYS, IMITATION WELTS** and **MOCK TURNS.**



*A complete line of McKays
A leading line of Heavy Staples
Unequalled Hockey & Football Boots*

J. E. Samson, Enr.

20 Arago St.

QUEBEC.

could not believe that any intelligent merchant would ignore an item as important as the sales' tax when the latter is plainly stated on the invoice. The same argument would apply to freight, to losses from bad debts and to many other items.

Following the decision of the Executive Committee and the recommendation which subsequently was made to the general membership, almost all the shoe manufacturers adopted the practice of quoting prices and accepting orders strictly conditional upon Government sales' tax being extra to the prices quoted. These terms are plainly printed or stamped on price quotations, confirmations of orders, etc. It was recognized, of course, that manufacturing firms, which also are wholesalers, might find it necessary to include the tax in their quoted prices in order to avoid confusion from invoicing goods of their own manufacture differently from those handled by them as wholesalers. In the case of goods purchased by a wholesaler for re-sale, the tax applies on his cost price instead of on his selling price and the Act makes no provision for the tax being charged forward as a separate item.

The Sales' Tax Act was sponsored by the Department of Finance, but administration of the Act is left to the Department of Customs and Excise and regulations were prepared by the latter Department. The draft regulations left it entirely to the option of the manufacturers as to how they should charge the sales tax forward, but the revised regulations included the following:

"11 (a) Licensed manufacturers and licensed wholesalers when selling to retailers or consumers shall not show the tax as a separate item on the invoice."

No explanation as yet has been forthcoming as to why this provision was inserted. Members of the Government have stated very frankly that it is of no concern to them how the tax is charged forward as long as the Government receives the tax. There is good reason to believe that as soon as Hon. Mr. Bureau, Minister of Customs and Excise returns from the West, this provision will be repealed. It is clearly ultra vires of the Executive Council and objectionable as an unnecessary interference by the Government with business practice.

The effect of this clause has been much misunderstood. Even if it were allowed to remain in the regulations it would not interfere in any way with the practice already adopted of quoting prices and accepting orders strictly conditional upon Government sales' tax being extra. Government officials have ruled that, without violating the regulations, manufacturers may show the quoted prices (exclusive of the tax) and also the prices with the tax added. Or invoices may be made out with the quoted prices increased by the 6 per cent. tax, and a statement on the invoice that such price includes sales' tax at the rate of 6 per cent, imposed by an Amendment to the Special War Revenue Act enacted by the Parliament of Canada in June, 1923. The shoe manufacturers do not wish to resort to any evasion of the law and if the Government should make it plain that it wants the tax included with the price of the goods, this question would have to be reconsidered by the Executive Committee and by the general membership of the Shoe Manufacturers' Association of Canada. Those in touch with the situation believe, however, that the regulation quoted above will be repealed upon Mr. Bureau's return.

In any event there will be no difficulty and should be no misunderstanding in respect of orders for delivery after January 1, 1924, conditional upon Government sales' tax being extra to the prices quoted. The purchaser, of course, must pay the tax. In the event that any change should be made from the present practice adopted almost without exception by shoe manufacturers other than those who are wholesalers as well as manufacturers, it is certain that, instead of buying more cheaply, the retailer will have to pay more for his goods. The most economical plan for the purchaser unquestionably is that on which the manufacturers now are accepting orders for delivery after January 1, 1924.

SHOES A SIDE LINE TO BOOTLEGGING?

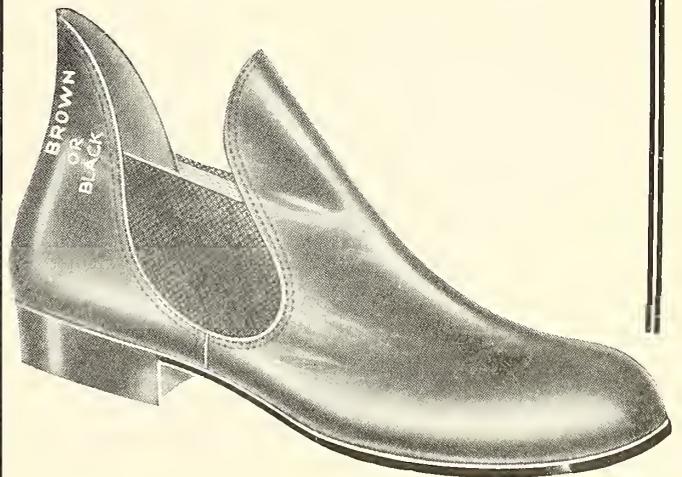
A shoe dealer has advanced a new reason for low priced competition and hard times in the shoe business. A man came in with his wife to help (?) her choose a pair of shoes. The choice was made satisfactorily, but the price, around seven dollars seemed high. The man said, "Why, these shoes I have on only cost me \$4.65."

Whereupon the dealer looked them over and said:

"Those shoes could not be made for that money, to say nothing of selling them retail. You didn't get them in any regular shoe store!"

It developed in the conversation that followed that they had been bought in a store anything but high in class, and that the purchaser was not at all sure but what the so-called "merchant" was making his real money as a boot-legger, and consequently had no particular worry as to whether he made a profit on shoes or not.

ROMEO SLIPPERS



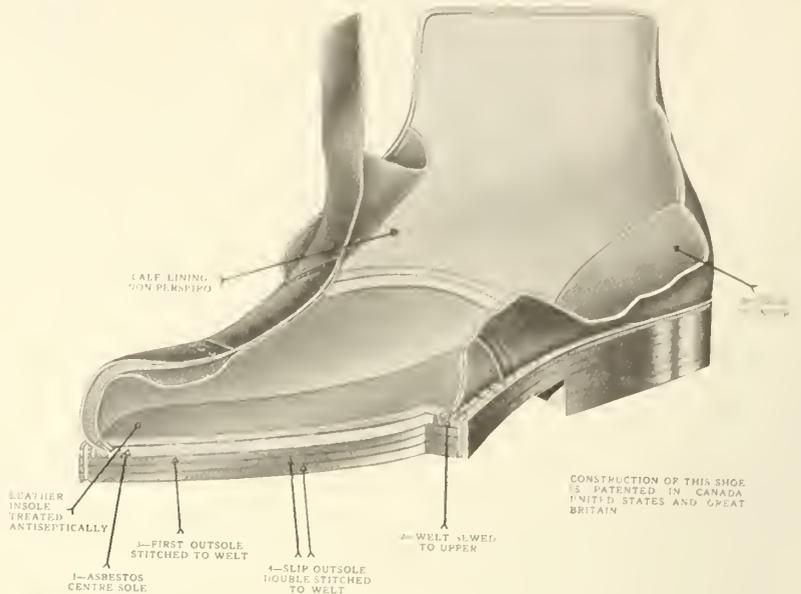
Do Not Overlook These Slippers

They are made of the best quality India and Dongola kid in black or brown. Flexible McKay sewn with leather or rubber heels. Ask for samples and prices.

Jobbing trade a specialty

B & M. SHOE & SLIPPER CO., Ltd.
126-128 GARDEN AVE. - TORONTO.

Tebbutt Shoes Stand Every Test



Comparison is the test of value—
competition is the test of selling
merit—wear is the test of good shoe-
making—and in all of these tests
Tebbutt Shoes WIN.

Four Specialty Lines

Each one well known from Coast to
Coast and each one specially made
to meet an important demand in the
trade.

TEBBUTT'S NEW RADIUMIZED
DOCTORS' CUSHION SOLE SHOE

DOCTORS' ANTISEPTIC

TEBBUTT'S PROFESSOR

TEBBUTT'S HOCKEY SHOE

Do not be without Tebbutt Shoes for Fall and
Winter Trade

TEBBUTT SHOE & LEATHER CO.

LIMITED

Three Rivers

Quebec

Representative—Gordon S. Weaver, Room 504, 28 Wellington St., W., Toronto

PSYCHOLOGY IN ADVERTISING

(Continued from page 28)

the match and if the advertiser carries that make, the ad.-writer can arrange an advertisement on sport shoes, and the tennis star, that will appeal to all sport fans—the logical readers and buyers of sport news and sport shoes. The same idea can be used during the winter hockey games, and the fall rugby matches. There are many ideas open to the nimble brained ad.-writer if he will only step around and look them up. The 100% advertisement is written on the street just as much as it is written in the office or store.

Prices should be well displayed in every advertisement, both in regular style advertisement and in bargain ads. Price is an important factor with many people and on it really decides the issue as to whether they buy or not. Tell the truth, first, last and all the time. It will pay in the long run. Don't exaggerate, that is, don't coax the readers into your store with one thing, and mean something else when you get them in there. As for changing copy, if the advertisement appears in a paper that reaches the same class daily or weekly, it should be changed often or the readers will recognize it and pass it by. If the ad. is situated so it reaches a changing class of readers, then it does not do a great deal of harm to let it repeat for a while, but change it sometime, don't let it run on indefinitely. There is nothing that will do a store as much harm as careless, indifferent and sloppy advertising. The shoe stores advertising should reflect the character of the store, its service and personality in such a way that the reader will go there for shoes. As we said in the beginning this is the job that falls on the ad.-writer, and he who follows the general plan of things suggested here stands an excellent chance of selling the store to the public just as thoroughly as the store sells itself.

GREATER PROTECTION NEEDED.

(Continued from page 34)

"And still more, if, while protecting our own industries, we could give a home to more workmen from England and create around our cities, in the vast spaces of prairie and forest which surround them, agricultural and industrial centres, I believe we should render England a service much more considerable than that which we now render, when we allow her by a favourable tariff to come here and do great harm to our industries without reaping therefrom any appreciable benefit for her own commerce.

"Let our merchants buy English merchandise in place of American and nobody will be more happy than I, because I know all that we have in common with England. But we have no right to sacrifice our own well-being to her benefit, and the actual tariff, although it appears to be about 15%, is absolutely illusory. It hardly represents what Canadian manufacturers pay in duties on raw materials, including the exchange which enters into the manufacture of Canadian shoes. Our manufacturers of footwear, therefore, are unprotected, and so we demand a uniform tariff on all imported shoes, no matter from what country they may come, leaving to merchants the task of giving their preference to English goods rather than to foreign, but obliging them first to give it to Canadian factories which are, in our economic life, a powerful force for prosperity."

MAX BEAUVAIS, LIMITED, OPEN SHOE DEPARTMENT.

The Max Beauvais, Limited's store at 225 St. James St., Montreal, which is probably the largest retail gents' furnishings and clothing establishment in Canada, has recently been further enlarged by the addition of a new Men's Shoe Department.

A special section on the ground floor of the store is devoted to this department, and it is attractively laid out and fitted up so as to permit the displaying of the footwear to the best advantage while also allowing ample space and facilities for efficient service to customers. A number of large show cases surround the shoe section, dividing it off from the remainder of the store, and contain well-arranged displays of shoes.

The firm are showing a particularly well chosen stock of high grade men's footwear, in which are featured the celebrated John Ward Shoes for Men, one of the leading American men's lines, also a high grade Canadian Made line, made specially for them by a foremost Canadian manufacturer, as well as English shoes of well known make.

Mr. T. J. Dube, manager of this new department, is a shoeman of long and thorough experience gained through his previous association with several prominent shoe retail establishments.

Mr. Dube started his shoe trade career several years ago with W. H. Stewart, on St. James St., Montreal, and worked in all three of the Stewart stores. Later he was with Geo. G. Gales & Co., in charge of their men's shoe department in both Ottawa and Montreal, and latterly has been assistant to the manager of the shoe department of Henry Morgan & Co., Montreal.

With this complete knowledge of high class shoe trade at his command, Mr. Dube is well qualified to look after the footwear requirements of the patrons of Max Beauvais, Limited, and under his supervision the footwear section will doubtless become one of the most successful departments of this well known concern.

TARSAL EASE SHOES DEMONSTRATION AT JOHN MURPHY STORE.

During the week of Oct. 29th., a special demonstration of Smardon's Tarsal Ease Shoes was conducted at the John Murphy Store, Montreal. This interesting demonstration occupied an extensive section of the shoe department on the main floor, and one of the windows was also devoted to it. Each day from 10.30 to 12 o'clock, and from 2.30 to 4.30 a living model appeared in the window wearing Tarsal Ease Shoes, effectively displaying their attractive appearance and special advantages, while show cards drew attention to the improved features of the shoes. The window was very tastefully decorated and a well arranged display of the shoes was exhibited. A similar demonstration was shown on a special platform in the shoe section, while the Foot-O Scope was utilized in impressing upon patrons the perfect fitting qualities of Tarsal Ease Shoes. The demonstration was under the direction of Mr. J. A. Hammill, while the young lady who acted as model was one of the sales' staff of the John Murphy Co., and proved her versatility by doing her work as model in a very notable fashion. The entire week's demonstrations were well carried out and those who had them in charge were well pleased with the interest shown in Smardon's Tarsal Ease Shoes.

A Corner On The Style Ideas



With highly developed facilities for gathering style information from every available source, applying to such information their own intense effort and creative ability, United Last and Pattern experts are in a position to actually forecast the newest style ideas in footwear.

This exclusive advantage is the secret of the **UNEQUALLED** service that our organization can render you in originating your lasts and patterns.



United Last Company, Limited

Lasts and Upper Patterns

MONTREAL, QUE.

Toronto Sales and Pattern Shop, 76 Richmond St. East

Make Them Happy With

*(Process fully protected
by Patent.)*



Kewpie Kewps for Kiddies

*A Flexible
Cushion Sole
Shoe for
Children*

Kewpie Kewps for Kiddies are of good appearance and are made on a Welt Process with our Patent Cushion sole features.

Only the highest grade materials are used and the special construction assures the maximum amount of flexibility. All made with a full insole which entirely eliminates repair troubles. This shoe has a perfect, soft, smooth cushion which is held in a positive position during the entire life of the shoe.

This popular line has made it a hit with parents, and it will make a hit with you.



Infants' 2-5 Sizes
made with Chrome
Tanned Elk Sole,
and the larger sizes
with regular high grade
Oak Sole Tannage.

Write for Complete Details

Galt Shoe Manufacturing Co., Ltd.

GALT, ONTARIO

PACKARD'S

Goodyear Welt Shoes

For Fall and Winter Wear

Our **FIRSTRED**
Baby Shoe
also in stock

SIZES } 1 to 4. No Heel
5 to 7½ Spring Heel

We are prepared to ship

IMMEDIATELY

from stock---all lines in Children's
Misses' and Youths' Sizes.

=====**NO WAITING**=====

Rush Orders Our Specialty

L. H. Packard & Co., Limited, Montreal

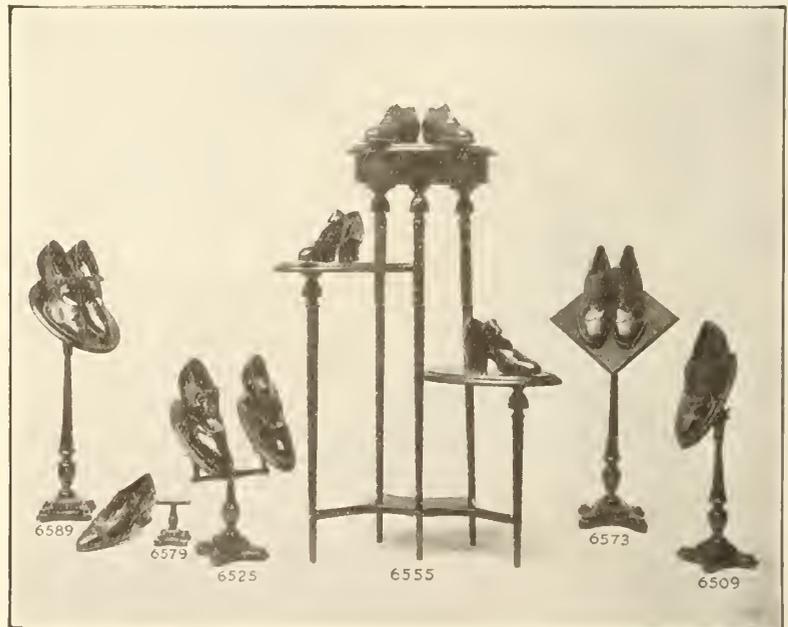
DALE DISPLAY FIXTURES

Are the Highest Type in
Workmanship
Quality and
Design

They make
Better Displays
and
Bigger Sales

Consult
Canada's Leading Display
Fixture House

First
Valances and Window Curtains



Dale Display Fixtures, Limited

(Dale Wax Figure Co., Ltd.)

86 York Street, Toronto

Montreal—P. R. Munro, 520 New Birks Bldg. Vancouver—E. R. Bollert & Son, Mercantile Bldg., Winnipeg—O'Brien, Allan & Co. Phoenix Blk.

Classic
CUSHION SOLE
 GENUINE
Goodyear Welt



- 1200— Infants' Black Kid Fat Ankle Button, Chrome Sole, Sizes 2-4½.....\$1.60
- 1208— Infants' Black Kid Blucher, Chrome Sole, Sizes 2-4½.....\$1.40
- 2208— Children's Black Kid Blucher, Chrome Sole, Sizes 5-7½.....\$1.95
- 2208x— Children's Black Kid Blucher, Leather Oak Bend Soles, 5-7½.....\$2.30
- 3208x— Girls' Black Kid Blucher, Leather Oak Bend Soles, 8-10½.....\$2.80
- 2211x— Children's Gunmetal Blucher, Leather Oak Bend Soles, 5-7½.....\$2.30
- 3211x— Girls' Gunmetal Blucher, Leather Oak Bend Soles, 8-10½.....\$2.80
- 2212x— Children's Tan Calf Blucher, Leather Oak Bend Soles, 5-7½.....\$2.30
- 3212x— Girls' Tan Calf Blucher, Leather Oak Soles, 8-10½.....\$2.80
- 1213— Infants' Patent Blucher, Chrome Soles Sizes 2-4½.....\$1.60
- 2213— Children's Patent Blucher, Chrome Soles, 5-7½.....\$1.95
- 2213x— Children's Patent Blucher, Leather Oak Bend Soles, 5-7½.....\$2.30
- 3213x— Girls' Patent Blucher, Leather Oak Bend Soles, 8-10½.....\$2.80



- 1172— Infants' Patent Instep Strap, Chrome Soles, 2-4½.....\$1.30
- 2172— Children's Patent Instep Strap, Chrome Soles, 5-7½.....\$1.65
- 2172x— Children's Patent Instep Strap, Leather Oak Bend Soles, 5-7½.....\$1.95
- 3172x— Girls' Patent Instep Strap, Leather Oak Bend Soles, 8-10½.....\$2.30
- 4174— Misses' Patent Instep Strap, Leather Oak Bend Soles, 11-2.....\$2.85

Shoes In Stock
 Ready to Replace Broken Sizes

Only a few sales a week lost being out of a size, count up to a sizable amount lost in **GROSS PROFIT**. Profit lost in lost sales is really **NET PROFIT**. Besides losing the customers' trade and good will. The styles shown here are ready to ship day order is received. Terms, Net 30 days first the following.



- 4040— Misses' Tan Calf Bal Oxford, "Welt", B,C,D, 11-2.....\$2.95
- 4041— Misses' Gunmetal Bal Oxford, "Welt", B,C,D, 11-2.....\$2.95
- 4047— Misses' Patent Bal Oxford, "Welt", B,C,D, 11-2.....\$2.95
- Same shoe except in high cuts
- 462— Misses' Gunmetal High Cut Bal "Welt", B,C,D, 11-2.....\$3.45
- 4065— Misses' Tan Calf High Cut Bal "Welt", B,C,D, 11-2.....\$3.45



- 3028— Girls' Patent Bal Oxford, "McKay", "D" width, 8-10½.....\$2.25
- 4028— Misses' Patent Bal Oxford, "McKay", "D" width, 11-2.....\$2.50
- 3029— Girls' Gunmetal Bal Oxford, "McKay", "D" width, 8-10½.....\$2.25
- 4029— Misses' Gunmetal Bal Oxford, "McKay", "D" width, 11-2.....\$2.50
- 3030— Girls' Tan Calf Bal Oxford, "McKay", "D" width, 8-10½.....\$2.25
- 4030— Misses' Tan Calf Bal Oxford, "McKay", "D" width, 11-2.....\$2.50

Getty & Scott Limited

Makers of CLASSIC SHOES for Growing Girls, Misses and Children
Galt, Ontario

Celebrate Sixtieth Anniversary

From 1863 to 1923--Sixty years of Dealer Service--Canadian and British Made Goods sold only.

TO celebrate their sixtieth year of shoe retailing has just been the unique experience of Mr. Charles E. Wilson and Mr. Arthur L. Wilson, who operate the Robert Wilson Shoe Store, on King St. E., Hamilton. The business was first established by the late Robert Wilson, in 1863, who remained actively occupied with the business up to his death in 1917. Upon the death of their father, the responsibilities of operating the store fell upon the two boys, and they, inheriting their father's business ability, have maintained the high standards of business ethics established by him.

Shortly after Mr. Wilson died, the boys enlarged the building, and improved the interior and exterior of the store to a considerable extent. That the two boys have the right ideas, and the ability to put them into practical shape is amply proved by the progressive and prosperous appearance of the store to-day.

Service to the customer and fair play to all has of course been the backbone of their success, backed up by high quality Canadian and British goods. It is a noteworthy fact that every pair of shoes sold in this store is the product of a Canadian or British house. The careful selection of styles and continual close attention to values has firmly established the Robert Wilson shoe store in the minds of the Hamilton public as an example of British fair play and a reliable centre for buying their shoes.

To celebrate their sixtieth anniversary, the Wilson boys published a page of advertising and an interesting write-up in the Hamilton Spectator, for September 29th. The page advertisement showed a picture of the store front and an example of shoe ad-

vertising of a 100 years ago which we reproduce here. All the various lines carried by the store were displayed on the page while in the centre, an interesting slant on the style situation for fall and winter appealed to many readers. Mr. Arthur Wilson in referring to the advertisement says in part:—

HAMILTON, JUNE 20, 1831.

N E W



Boot, Shoe and Leather ESTABLISHMENT.

THE subscriber would respectfully inform the public that he has established himself in the above business, (opposite James G. Stobridge's Store,) in the Town of Hamilton, where he will keep on hand, and manufacture to order, all kinds of *BOOTS & SHOES*, which he will warrant equal to any manufactured in the Province, and will sell as cheap as can be purchased at any other shop in the place.

He has on hand for sale a quantity of first rate *Sole Leather, Upper Leather & Calf Skin.* DANIEL DEWEY.
Hamilton, June 20, 1831. 1

"The advertisement brought us extra Business, renewed the Name with a lot of people and sure got a lot of comment. The Style talk had some people cutting it out and bringing it with them when buying. I fully expect the largest November and December we ever had and also our largest Year."

Mr. Wilson also reports that business is coming on fine and that it is showing a healthy increase each month.

The boys are entitled to a lot of credit for the present day success of the business, and we feel sure that the trade will join us in wishing them many happy returns.



The Robert Wilson Shoe Store on King St. East, Hamilton

Among The Shoe Men



Mr. W. M. Palmer, shoe retailer of Claremont, Ont., was a recent Toronto visitor.

Mr. W. A. Kibler, shoe merchant of Listowel, is now located in his new store, formerly occupied by Mr. Chas. Banzley.

Mr. M. L. Diamond, 124 Rideau St., Ottawa, is retiring from business and will leave shortly for New York and other points with his family.

Mr. Halsey M. Stewart, of the Hartt Boot & Shoe Co., Fredericton, died recently of tuberculosis.

Mr. James Jupp, shoe merchant of Toronto, who died last September left an estate of \$61,657.

Mr. Harry Blundell, one time shoemaker in the Elk Lake District, died recently after an illness of five weeks.

Mr. W. A. Lane, of Kitchener, Ont., was a visitor to Montreal lately, and spent a few days calling on old friends.

Mr. James A. Moore, who owned and operated a shoe repair business in Trenton, for the past 30 years died last week in his 79th year.

The shoe store of Mr. E. Gagnon, St. Joseph Street, Quebec, was recently visited by thieves.

Mr. J. A. McLaren, of J. A. McLaren & Co. Ltd., wholesalers of Toronto, was a recent visitor to Montreal.

Mr. Geo. E. Fortin, Montreal, representative of the Hurlbut Shoe Co., paid a flying visit to Quebec City recently on business.

Mr. A. L. MacNabb has bought the shoe business of Messrs. T. D. Hume & Son, Milton.

Thieves attempted to steal shoes from Mr. J. N. Currie's shoe store in Glencoe, last week.

Mr. A. Gagnon, of the Gagnon, Lachapelle & Hébert staff, has been recently elected as President of the Maple Leaf Snow Shoe Club. Mr. Gagnon takes a very active part in this organization, and is prominent in this sport in Montreal.

Mr. Ed. R. Lewis, of Toronto, paid a short visit to New York last week.

Mr. Amable Parent, a retired French Canadian shoe maker of Toronto, died recently in his 84th year.

Mr. W. C. Coloff, of the Tillsonburg Shoe Co. Ltd., is re-decorating and enlarging his radio broadcasting station in the rear of the factory.

Mr. Harry E. Orange, who has been with the Slater Shoe Store, Sparks St., Ottawa, for the past 18 years, has taken over the business of O'Malley's Shoe Store, 101 Bank St., Ottawa.

Mr. Bert Ansley, of the Perth Shoe Co., Limited, Perth, Ont., was one of the many Ontario shoemen who spent some time recently in Montreal on business.

Mr. Leonard, representing Dupont & Frere, in Montreal, displayed his samples at the King Edward Hotel, Toronto, last week.

Mr. E. C. Howe, of Renfrew, is opening a shoe store at 175 Princess Street, Kingston.

Mr. Alhen Johnson, of Cranbrook, B.C., has enlarged his store and increased his stocks.

David's shoe store of New Glasgow, N.S., have secured the services of Mr. F. F. Dykenar, of St. John, N.B., an expert fitter who will take charge of the Ladies' Department.

Mr. "Jim" Lowther, of the Hartt Boot & Shoe Co., Fredericton, displayed his samples at the Queen's Hotel, Toronto, last week.

Mr. K. G. Walters, well and favorably known to the trade, formerly with the Invictus Shoe Limited, has been appointed manager of the ladies and juvenile shoe department of Goodwin's Limited, Montreal.

Mr. Ralph Kunkel, who has been associated with his father in the boot and shoe business at Cargill for several years, has taken a position as salesman in a large shoe store at Elora.

The prompt action of the police prevented a burglary at McArthur's Shoe Store in Prince Rupert, B.C.

Mr. Harry Masher has opened an up-to-date shoe store on Gerrish Street, Windsor, N.S., in the store formerly occupied by De Mont Brothers. Mr. Masher travelled for the L. F. Parkman & Co., this summer.

Mr. John Clark, of Beardmore & Co., Acton, Ont., is leaving there with his wife and family to open a business in Toronto.

Mr. Percy D. Orr, formerly assistant manager of the Williams Shoe Co. Ltd., has been appointed Secretary-Treasurer of the Oxford Knitting Company.

Mr. W. J. Trott has opened a modern and complete shoe store at 352 Ouellette Ave., Windsor.

The many friends of Mr. Thos. Wells, one time manager for the Findlay Shoe Co., will be glad to hear that he has started up in the retail game for



himself. The above photo shows Mr. Wells, standing at the door of his store on Barton Street, Hamilton.

FOURTH SEMI-ANNUAL EXAMINATION

For Retail Shoe Merchants and Shoe Salesmen

A Practical Test of Efficiency in Salesmanship open to all who sell Boots and Shoes. These are problems you may have to meet any day.

WHAT WOULD YOU DO?

EXAMINATION QUESTIONS.

1. If a customer brings in a pair of shoes purchased a week or two previously with the soles badly burned, claiming they were never near the fire and requesting another pair in exchange, what would you do?
2. If a customer pays a deposit on a pair of shoes and, in a day or so, when paying the balance claims the price quoted originally was a dollar less than that asked in settlement what would you do?
3. If a woman brings back a pair of grey buck shoes with grease spots on vamp, claiming they developed in the leather, how would you handle the matter?
4. You have a male customer who is fairly well to do and he insists on buying the same shoes every six months or so, how would you proceed to get him to enlarge his shoe ideals and needs?
5. When a customer is inclined to talk politics and is on the other side of the fence from you politically, how would you handle him so as to make the most out of this propensity?
6. How would you handle a woman who comes in to buy a certain shoe that she has seen on someone else—say a cross strap—and you have something you think will suit her better or as well?
7. If you have a fairly good range of style shoes what is the best way to side track people who come in asking for fads that your judgment has led you to pass up in buying?
8. When a customer says she saw the same shoe you are showing her in a departmental store catalogue at a dollar less, how do you handle her?
9. When a customer brings in a shoe for exchange that was bought at another store how do you meet the situation (a) if you have the same line in stock (b) if you have not?
10. When a man insists on a pair of light side leather shoes when you know that a good solidly made grain shoe will give him better service and satisfaction what course do you take?

CASH PRIZES.

<i>Highest Marks</i>	\$25.00
<i>Second Highest Marks</i>	\$15.00
<i>Third Highest Marks</i>	\$10.00

PASS WITH HONORS

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

OPEN TO ALL

While this competition is intended to encourage clerks to take an interest in salesmanship, it is open to proprietors as well as clerks, and whether they are subscribers to the SHOE and LEATHER JOURNAL or not. Marks will be given for practical ideas rather than for literary skill. It is the ideas that count. Never mind your style.

COMPETITION CLOSSES DECEMBER 1st.

Competition will close Dec. 1st., and awards announced Dec. 15th. The Committee of Award will be three—two retailers and the Editor of the SHOE and LEATHER JOURNAL. Address all papers to:—

Salesmanship Department,
SHOE AND LEATHER JOURNAL,
545 King Street, West, TORONTO.

The shoe store of Vermilyea & Sons, of Belleville, was recently visited by burglars, who became frightened, and retreated dropping their loot.

Mr. Wm. O. Relyea, of Cornwall, is staging several sales prior to his retirement from the shoe business.

Mr. E. R. Tabrum, formerly in the retail shoe business in Prince Rupert, is now travelling for Stevenson & Hoyland of Vancouver.

Mr. C. M. Mullarkey, for many years connected with Ames Holden McCready Limited, now represents the Wm. A. Marsh Co., Limited, in Montreal, with sample room at Room 510, Drummond Building, Peel and St. Catherine Sts., Montreal.

Mr. A. W. Thompson, director of sales for Ames Holden McCready, Limited, was a recent visitor to Toronto on business in the interests of his firm.

Mr. L. H. Bernier, who has been long connected with the Surpass Shoe Company, Montreal, has recently been appointed Manager of their Quebec City Branch, St. John Street, Quebec. Mr. Bernier is an experienced and capable shoeman, and his friends will be pleased to hear of his promotion.

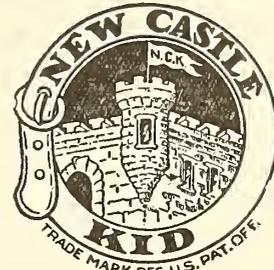
The Canadian Stitchdown Company, Montreal, are having the satisfaction of seeing their lines rapidly growing in popularity with the trade and report a marked increase in business this year over last year. This firm is contemplating in the near future the erection of an extension to their plant to take care of the increased demands for their stitchdown footwear. They are showing many new models this season which are creating considerable interest in the trade.

H. & C. Blachford Co., Ltd., Yonge St., Toronto, are staging a demonstration of Tarsal Ease shoes, during the week of November 5th.

In the women's section of the store is set up a runway, on which an attractive model promenades, showing various styles, while seats are arranged for the accommodation of visitors. Special invitations were sent to the company's customers to view the display, while an invitation was also extended to many others, such as nurses, who might be interested in this type of shoe. The demonstrations are held twice daily, from ten-thirty to twelve o'clock in the morning, and two-thirty to four o'clock in the afternoon.

NEWPORT SHOE COMPANY MOVE.

For some time the Newport Shoe Co. Ltd., have been operating in space that was rather too small for their requirements. Feeling the need of larger space in order to handle their business and give satisfactory service they have located in the Ladies' Wear Building, at 559 College Street. Mr. Wm. Chamberlain, the head of Newport Shoe Co., is well known to the shoe trade of Canada, as is also Mr. Stewart Anderson, who is in charge of sales. Their new facilities should enable them to develop Newport hand turned women's shoes, on which they specialize, to a greater extent than in the past few years.



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. Inc.

New York

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

Cashing in on "National Shoe Week"



Showing float used by the retailers in the Parkdale district, Toronto, during "Shoe Week" for the distribution of balloons to the School Children

"Billy" C Bending, has recently taken over the representation of the Nursery Shoe Co., Limited, St. Thomas and The Hydro City Shoe Manufacturers,



Limited, Kitchener, in Northern Ontario. Mr. Bending has travelled this territory extensively during the past several years, having previously represented the London Shoe Co., Ltd., until two years ago.

\$5.00 A MINUTE FOR FIVE MINUTES.

You have still time to enter your slogan in the Shoe & Leather Journal's National Slogan Competition. Read this and get busy.

The shoe trade should have and could use a national slogan as effectively as any other industry. A slogan, short and to the point, that could be used by the tanners, manufacturers, wholesalers and retailers from Halifax to Vancouver. The slogan the trade wants is something short with a swing to it. It should create the desire to own shoes and more shoes, to increase the per capita consumption, thereby enlarging the yearly volume of sales. If the per capita consumption could be raised to five pairs it would be a splendid increase in business for the whole industry. One of the best ways to attain this objective is to keep before the public a national slogan, hammering at the advantages of good shoes at all times. The slogan of the Paint and Varnish Association

"Save the surface and you save all" has sold gallons and gallons of paint and varnish, that under ordinary circumstances would never have been sold. "Say it with Flowers" has built up a splendid sales increase for the florists just because picking on the one idea they drove it home for Keeps. One cannot think of flowers or paint without thinking of their trade slogans. It should be the same with the shoe trade. The individual slogan for each shoe retailer is not going to do much for him while a national one in every store, and each one backing the other one up, will do wonders.

As explained in a previous issue the judges were not satisfied that the contestants had fully carried out the rules and it was decided that the competition be extended until the November 15th. issue.

As an incentive to a better slogan, the judges have ruled that the second prize of \$10.00 be cancelled, and added to the first prize of \$15.00, making one first prize of \$25.00. All those who wish to compete are requested to read the rules carefully, decide on a slogan that refers to shoes in such a way as to be applicable to the whole trade from coast to coast, and to submit their entries, each one on a separate piece of paper to the Slogan Editor, Shoe and Leather Journal, 545 King St. W., Toronto, Ont., on or before November 15th., 1923.

"National Shoe Week" Window



The above window of Mr. Ralph Miller, Prince Albert, Sask., received honorable mention in window contest staged by "Shoe and Leather" during "National Shoe Week."

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex." We advise making reservations.

J. J. McCarthy, Pres. THE ESSEX HOTEL COMPANY T. A. McCarthy, Tres.
Telephone Liberty 3520 BOSTON, MASS. Cable Address ESSEXO

The Shoe Repair Man

Repair Notes

Conditions Improving—Price Situation Fairly Steady—Prospects Fair.

A BRIEF survey of the repair field indicates quite a number of cases where business has improved very materially. This in spite of generally fine weather throughout the country. People can go only so long without new shoes or repairs to old ones. So that in the fall repair trade is bound to pick up. Recent colder weather, with snow and rain has also served to impress the public with the inadequacy of their foot covering, to the consequent advantage of the repair man.

Mr. Thos. Grayson, of Hamilton, for instance, says that October was an improvement on any previous month in the year. He anticipates fairly good business, with no particularly heavy rush, particularly if shoe prices hold firm, or advance. He says, "This is no time for any further reduction in prices. Overhead has not come down one red cent. It is only a slight reduction in the price of leather (which to my mind could be much cheaper) that has enabled us to reduce the price of repairing just a little."

The Goodyear Shoe Repair Co., of Winnipeg, report business as satisfactory and prospects as good. As to prices, they say, "Public are satisfied with prices combined with the service given. I would not even consider a second grade leather, as I believe it to be a great drawback to good business."

"The best selling idea and advertising I know of is service. In starting business, one's first thing is advertising, but after a business is built up, advertising becomes secondary to service."

Mr. F. D. Fader, of Halifax, N.S., says business has been good, and if it keeps on increasing it will soon be back to normal again. He believes prices are on the low side. He also suggests the idea of always appearing busy and prosperous. This can be done at little expense, and has a good effect on the trade.

A comparison of prices in the above three localities, shows that for men's sewn work the figures are:—

	Whole Sole and Heel	Half Sole and Heel
Halifax	\$2.75	\$1.75
Hamilton	2.75	2.00
Winnipeg	3.00	2.00

Repair Tips

Leave the Edge Full.

Every time a shoe repairer trims the edge of the repaired shoe more than the smallest possible amount he is reducing his chances of another repair job on the same shoes.

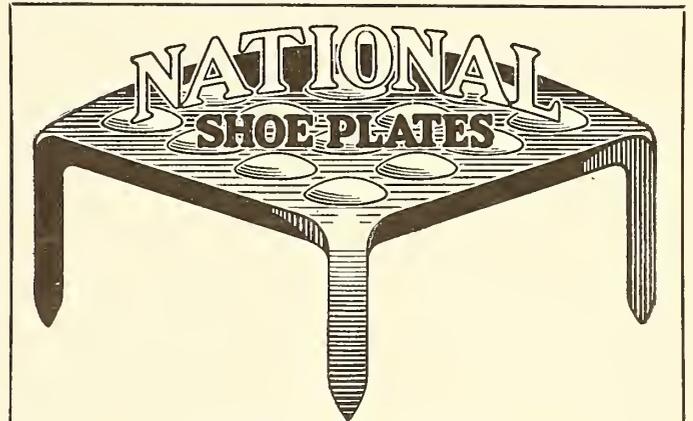
I have noticed some repairers who seem to be in the habit of treating each shoe as if they never expected to see it again, and never wanted to. In the first place, they sew in just as far as they can, and then trim a lot off the edge, very often trimming into the old stitches. They try to slick up these rough places by filling the holes up with heel-ball or black wax, and then they wonder why they are waiting for work so much of the time.

What is the use of putting a full-sized sole on a shoe and then wasting it by trimming it down and trimming the old welt along with it? Why not give the wearer the benefit of the full wearing surface of the sole, and at the same time, preserve to the last possibility the original shape of the shoe? If there is a second repair chance on this pair of shoes, it will be preserved in this way. Leave the sole full and give the wearer the full wearing surface of the sole.

The Importance of Finish.

The finish of your repair work is just as important as any other part of it. The old-fashioned method of leaving the bottoms sanded white without any finish at all, is an advertisement that the shoes have been repaired, but it is not an advertisement for the repairer.

Many people would have shoes repaired, that do



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day. Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1: Packed 10 one-gross cartons in box
 " " 2: " 10 " " " " "
 " " 3: " 6 " " " " "

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
 160 North Wells Street, Chicago, Ill.

not now do so, if they could have them done so well that the fact that they had been repaired would not be conspicuous.

Some people are proud and like to have the appearance of prosperity. They live beyond their means, perhaps, and they do not care to advertise to their friends that when the first soles of their shoes wear through that they have the shoes repaired; especially are they not inclined to do this if the work that comes from the repair shop is of such a nature as to make it conspicuous that the shoes have been repaired, and in a bungling manner at that, so that the repaired boot looks to the owner and his friends like the proverbial sore toe.

Not only should the heel and forepart edges be finished up true to original shape and the original appearance of the shoe preserved so far as edge shape and finish is concerned, but the bottom should be finished also, so that when the shoes are returned to the wearer they have a finished appearance and do not stand as an advertisement that the wearer is in straitened circumstances and has to have his shoes repaired by cheap and bungling workmen.

TORONTO REPAIRERS HOLD MEETING.

The first general meeting of the season was held by the Toronto Shoe Repairers' Association, in Forrester's Hall, College St., Toronto, on Wednesday Oct. 17th., at which there was a very creditable turnout of old and new members. Mr. J. L. Weir, president, was in the chair. After the reading of the minutes of the last meeting, by the secretary, Mr. J. Merchant, Mr. Smallwood, who has recently taken this post over from Mr. Merchant, gave a brief report on a two week canvass among old and prospective members.

Mr. Charlie Robertson, in welcoming the new members, referred to the missionary work done by the Association on service to the customer and how the Toronto Association originated the convention idea. Mr. S. Burnett then gave a short review of the Convention in Brantford, last July, after which Mr. A. Butterworth expressed his opinions on business conditions in general and on the work of the Association. Mr. Chaser and Mr. C. A. Canning were among the speakers of the evening. It was decided before the close of the meeting to hold a Euchre party in the near future, and to still maintain a steady attempt to increase the membership.

About Colored Shoes

CONTRARY to the popular expression that shoes of many colors had had their day, comes the prediction that next season will see a still larger and more colorful display of shoes offered for feminine fancy.

Mrs. Margaret Hayden Rorke, managing director of the Textile Color Card Association, speaking recently at the two hundred and nineteenth dinner of the Boston Boot & Shoe Club, at the Copley-Plaza Hotel, in Boston, had the following to say in part, about the coming color situation:—

"Part of a woman's apparel is shoes. The shoe

to-day is one of the most beautiful attributes to fashion, and as long as we can keep color, we have brought to the front the shoe industry. It will stay there, and it will always be one of the greatest industries. The time will never come when women will go back to the old idea that her feet need only to be covered up. She now feels that when she puts her shoe on her foot, it makes a beautiful picture. Color has done that to make women appreciate the art in footwear, and to stimulate the industry which is bound to progress, provided we keep this idea before her.

"There was a time when color meant nothing. The Textile Color-Card Association is the most unique association in the world because it standardizes commercial colors. This color language is not only used in the U. S., but in twenty-seven foreign countries to-day, and growing steadily. The inter-changing of colors is of great value to the industry. It means that when colors come out, sponsored by great associations they stabilize color in the coming seasons. When you see these colors, do they mean anything? They should. There has been built up, right to the consumer, a campaign to make those colors saleable.

"My association is the authority. We decree the color for every branch of industry. For the past year we have been planning our colors for the spring of 1924. Next summer, 1924 will begin to wear colors we have grown. What is the picture we see for spring? We see the colors of the Orient. The art of China is very rich. In color, we have had the boom of King Tut's influence, but it has gone and Egypt has never offered what China has offered in art. It is endless, as cycle after cycle comes in fashion. Now we are in for a season of Chinese art in women's wear. China has yellow, greens, red and blue. Fashion will paint these colors on her calendar for spring. The brilliant colored shoe has not entirely gone. You will have colors in shoes, but I believe you will have them more modified than last spring.

"We have black now as the biggest factor in the industry. Color will come in again with white. Fashion will feature brown as one of the biggest factors. Blue will be popular also. I see all shades of light and medium brown. Brown has been known, outside of black, to be the biggest seller. There will be some gray. There will always be some gray, as gray is a big fashion factor. Fashions in Europe will influence our styles considerably. Abroad the brown satin or fabric is popular—also moire.

"Some years ago we had a fine brown satin season, and as I see it now, we are going to get brown satin shoes very strong, also brown moire, as it is a very big factor over-seas, and our manufacturers are working on it here and moire is coming strong. It is a big and a very essential point that we have so many fine fabrics and leathers that adapt themselves most gracefully to color.

"As long as the product is fine and good, it will take fine color and we will have color in every type of shoe and leather. The point should be clearly brought out of the necessity of working together on the color question. It does not begin nor end with the shoe manufacturer or the retailer, and last but not least, it does not begin nor end with the shoe salesman, but every one of these branches of the industry must work together.

"Black is the combination of all colors. White is the elimination of all colors. Black and white are great factors, but with too much black or too much

white, there is no interest and we must have colors to stimulate sales.

"We will have both harmony and contrast in colors—decided contrast in hosiery. Pale nude stockings will be worn with dark brown shoes. In France, the women are wearing a white shoe with a nude colored stocking, so the contrast will be maintained. Women now want many pairs of shoes. They know that the foot looks better when it is well shod, and it is shod right when the shoe is in harmony with the dress, but they are bound to have more than two pairs of shoes. At the present time, black perhaps, would cover several needs of a woman, but as Spring advances, black will have a rest and a colored shoe will take the place. Every woman must have at least one pair of black shoes."

NEW TANNING PROCESS.

Considerable interest has been aroused in American leather tanning circles by reports from Europe of the invention of a vacuum tanning process by Albert von Forselles, a Swedish inventor. It is claimed that the new process effects a 25 per cent. saving in tanning extracts used in the process, a 50 per cent. reduction in power and coal and a 60 per cent. saving in labor, the most important item. In addition to this, in the process of tanning with the vacuum invention, the liming of the hides is accomplished in about one-seventh of the time necessary under old methods of tanning and the process is completed in from seven to eight days.

The new high vacuum tanning process is based on an electro-motor coupled rotation, double geared vacuum pump. The tanning is done in a large cylinder

of from five to ten in a battery, each containing about 60 cubic meters of tanning extract. About 400 hides can be immersed in each cylinder. During the process the tanning extract circulates constantly and can be changed from one cylinder to another without moving the hides. This is where the big labor saving is effected. The process also permits the use of cheaper tanning materials, it is said. The inventor has been demonstrating the process in Berlin and is planning to introduce it into the United States and South America.

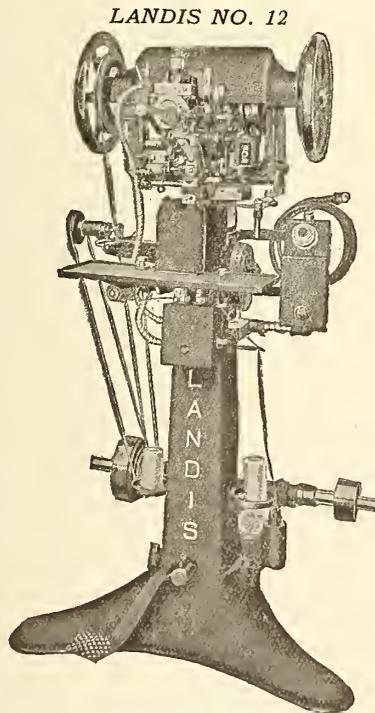
TRY THIS ON YOUR PIANO.

YES..... Walk in.
 WE..... give satisfaction, and
 HAVE..... up-to-date machinery,
 NO..... poor material used.
 BANANAS..... not sold here, but
 TODAY..... is the time to visit.

The Superior Shoe Repair

Phone 1113M 119 Ontario Street

Mr. L. W. Wickie, of the Superior Shoe Repair, 119 Ontario Street, Stratford, has modestly submitted us the above advertisement written by him. We thought it was rather a good example of using a popular expression to advertise a service. What do you think?



LANDIS NO. 12

Model D

OWN YOUR OWN

LANDIS Stitchers and Finishers for the Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S.

Hamilton, Ont., Can.

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Company

Second and Gano

St. Louis, U. S. A.

POOR BUYING CAUSES FAILURES.

Poor judgment in buying goods, and selling at prices that were too low, caused the majority of the failures of retailers in the United States, last year, in the opinion of Mr. C. L. Fraser, of the Harvard Bureau of Business Research. This was said in an address before the Massachusetts Retail Merchants' Association.

He emphasized the necessity of buying stock suited to the needs of the merchant's customers, and disposing of it before it went out of style.

AIRD & SON EMPLOYEES HOLD SUCCESSFUL SOCIAL FUNCTION.

A very successful card party and concert, organized and held by the employees of Aird & Son, Reg., Montreal, took place on Monday evening, Oct. 29th., at the Assistance Publique, corner of Laguachetiere

and Berri Sts., Montreal. There as an attendance of about six hundred, comprising employees and management of the firm, and their friends, and the gathering was presided over by Mr. Narcisse Gagnon, ably assisted by Mr. Wilfrid Gagnon and Madam Gagnon. The event was in the nature of a Euchre and Musicale, the enjoyment being divided between the playing of cards and the splendid musical numbers which made up the concert programme. An address was read by Miss Marguerite Blouin, complimenting Mr. Narcisse Gagnon on his success and that of the firm, and expressing the loyalty of the staff and their interest in the welfare of the company. Mr. Narcisse Gagnon replied and in an interesting address after reviewing the growth of the firm, spoke of his desire for all to work together in harmony and goodwill for the happiness as well as the success of all those connected with him in his enterprise. Mr. Wilfrid Gagnon was also called upon and in his remarks emphasized the co-operation which existed between the management and staff, making a strong plea for the continuance of the spirit of goodwill, and expressed the earnest desire to help in bringing about the prosperity of each one. Refreshments were served and the large number in attendance were unanimous in pronouncing it a most enjoyable occasion.

A CORRECTION.

In the Holt Renfrew & Co. Ltd., advertisement in our last issue we ran the trade mark of the "Huron Chief" in place of the correct one, which is "Big Chief". "Huron Chief" is the registered trade mark of Bastien Brothers, of Indian Lorette, Que.

Mr. J. L. Rochford, formerly connected with Parker Irwin, Limited, is now representing the Boston Blacking Co., and is covering his old territory for this firm.

ABOUT SHOE WEEK

The following comments appeared in the Maritime Merchant—

"What the sales results of the National Shoe Week effort amounted to in the maritime provinces we have not yet been able to learn, but from observations made locally it would seem that the effort had proved worth while. But even though the immediate returns had been disappointing, this would not necessarily admit that the special try for more business was a failure. For at the present time the shoe business is much in need of reinstatement in the minds of the public. The public have been neglecting it now for quite three years. Anything therefore that will get them to think more favorably about shoe buying these days is bound to be worth while whether it brings immediate business or whether it does not."

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

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE And WAX ; PLITS FOR HOME AND EXPORT TRADE

KANGAROOWe are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

CONDENSED ADVERTISEMENTS

SALESMAN open for line of shoes Eastern or Western Ontario. Fifteen years selling experience and connection. Accounts first consideration. Open for immediate employment. Best of references. Box 133, Shoe and Leather Journal, 545 King St. West, Toronto.

MANAGER WANTED—Men's high class shoe store in Toronto, must have experienced, capable man of mature years preferred. Box 137, Shoe and Leather Journal, 545 King St. W., Toronto.

CHEVROLET SPECIAL—For Sale, or will exchange for stock of shoes. P.O. Box 368, Whitby, Ont.

Canadian Blacking firm would like to get in touch with Agent in the city of Quebec and Kitchener, to handle their line of dressings, shoe finishes, etc. Commission basis. Box 136, Shoe and Leather Journal, 545 King St. West, Toronto.

Fully experienced young shoeman of integrity, wishes to hear of a proposition for capital investment with services, for purchase or management. Full particulars to, Box 54, Shoe and Leather Journal, 410 Coristine Building, Montreal.

Experienced, energetic manager of retail shoe store, wishes to make change. Store in large town or small city preferred. Reply to Box 134, Shoe and Leather Journal, 545 King St. W., Toronto, giving full particulars of turnover and population to draw from.

Shoe Findings traveller with good connection in Maritimes wishes to make change. Would consider good line of shoes. Send full particulars to Box 135, Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED—Experienced salesman to represent in Eastern Ontario a firm making a popular line of McKay footwear. Good opportunity for energetic worker. Apply Box 57, Shoe and Leather Journal, 410 Coristine Building, Montreal.

SALESMAN WANTED, to call on the trade in Western Ontario with a reliable McKay Line. A money-making proposition for the right man. Apply to Box 60, Shoe and Leather Journal, 410 Coristine Building, Montreal.

WANTED—Representative to handle a line of McKays in the Prairie Provinces. This is a line that sells well and will produce good results in the hands of a capable man. Apply to Box 63, Shoe and Leather Journal, 410 Coristine Building, Montreal.

WANTED—By a British Firm Specialising in all sizes of Glazing Glasses and Agate Rollers for Leather Manufacturers, a Reliable Representative or Firm with a Good Connection among Leather Manufacturers, to take over Sole Agency for Canada. Apply, G. L. Murphy, 29 Clarendon Place, Leeds, England.

Turn Into Money

*Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.*

**R. G. Dun & Co., 38 King St. W.
TORONTO**

*The Collection Service, which has been
proved most satisfactory by all users of it, is*

OVER 70 YEARS' RECORD OF EFFICIENCY

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 Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

BRANCH WAREROOM

553 St. Valier Street, Quebec City

RICHARD FRERES, Agent

To Western Dealers

Do you want something that's different, something exclusive, something your neighbour has not got?

HERE IS YOUR CHANCE

THE "MOCCASIN" SHOE

THE "WIGWAM" SHOE

MADE BY PADMORE & BARNES, LTD.
Northampton, England

The Finest English Footwear Made

450 different styles carried on the floor and sold to you in any quantity

The Agency is open in your Town. Do you want it?

Investigate this popular priced line of high grade Shoes

Alex Forbes

A Card will bring our Salesman.

Sole Western Agent

6175 Yew Street

-:-

Vancouver, B. C.



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



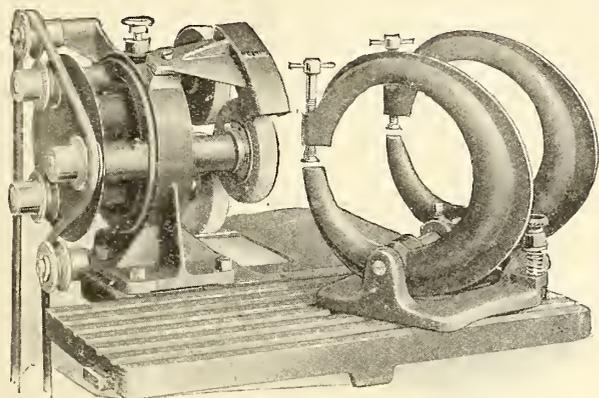
NEW YORK CHICAGO

"We deliver what you buy"

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GREATER POSSIBILITIES IN SKATE SHARPENING



Skate Sharpening Machine Model C

**An Entirely New Model
Featuring Three Stones
Fine - Medium - Coarse**

Either of which can be brought into
instant operation without
stopping the
machine

**Place your order early
to avoid disappointment**

“They Hollow Grind Perfectly”

A Single Stone Machine

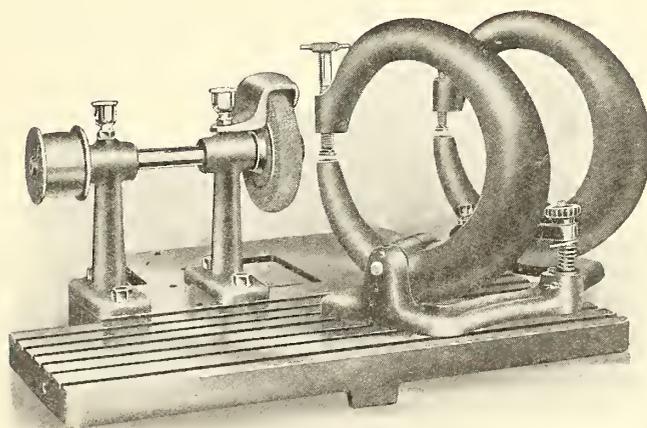
of proven merit, that is
extensively used

Simple and Easy to Handle

Earns Extra Profits

during the slack season
of shoe repairing

*Built to Operate on Any Repair Outfit
or Separately*



Skate Sharpening Machine Model A

Write for Prices To-day

UNITED SHOE MACHINERY CO. OF CANADA, LIMITED

MAIN OFFICE AND FACTORY
MONTREAL

TORONTO
90 Adelaide St. W.

KITCHENER
88 Ontario St., S.

QUEBEC
28 Demers Street

*It's All
In Your Buying*

As you buy so shall you sell. Buy with any other consideration than giving your customers the best values they can possibly get, and you will sell in much less volume than their demands. Buy from

The New Clark Bros. Samples

now being shown and you will sell right to the limit of your trade prospects.

Our travellers are now showing Women's staple lines in which the trade winning Clark Character is more outstanding than ever, and dealers pronounce our new novelty creations, with their up-to-the-minute lasts and patterns, the smartest samples in the Trade.

CLARK BROS. PUMPS AND OXFORDS

RETAIL PROFITABLY AT - **\$5.00**

CLARK BROS., Limited
St. Stephen *N. B.*

Toronto, November 15th, 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

In This Issue

The Best Kind of Optimism

The Market Place

The Root of Gambling

Dr. Frank Crane

Limitations of Styles

Show Cards

Larrigans and Shoepacks

Retail Advertising

Acton Publishing Co Limited
Toronto Montreal



576. Fine Brown Glazed Kid Tarsal-Ease Blu. Oxford. Welt Sole Tarsal-Ease Last 112.

\$7.30



565. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole Tarsal-Ease Last 112.

\$6.75



562. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole Tarsal-Ease Last 107.

\$6.75



181. Fine Glazed Kid Tarsal-Ease, 8 1/2 inch Bal. Welt Sole. Tarsal-Ease Last 112.

\$8.65



578. Fine Glazed Kid Tarsal-Ease Straight-lace Oxford. Welt Sole. Tarsal-Ease Last 117.

\$6.75

SIZES.

AAA	4	to	9
AA	3 1/2	"	9
A	3	"	10
B	2	"	9
C	1	"	10
D	1	"	9
E	2	"	8

578 also carried in AAAA 5 1/2 to 9



178. Fine Glazed Kid Tarsal-Ease, 8 inch Bal. Welt Sole. Tarsal-Ease Last 107.

\$8.55



In-Stock

Lines

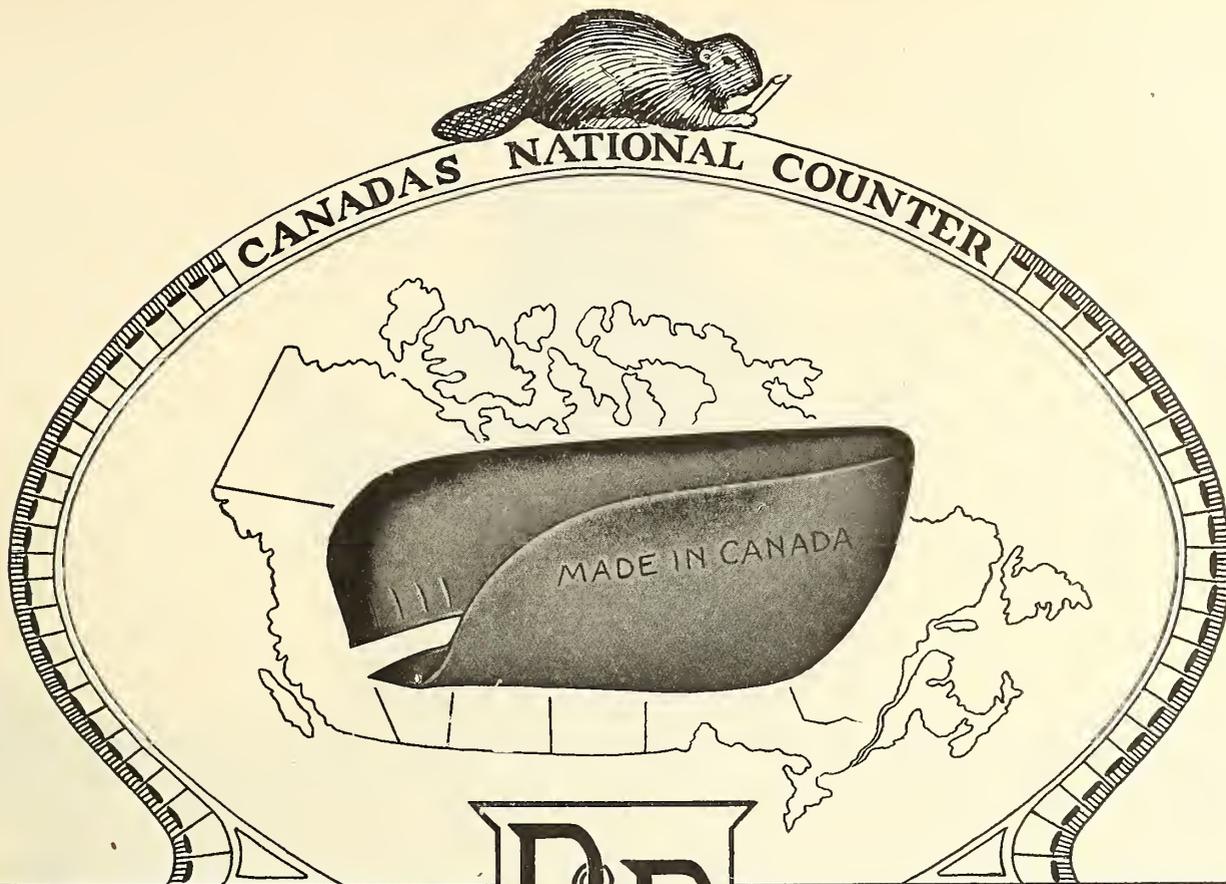
Combining style, comfort and quality Smardon Tarsal-Ease Shoes appeal to recognized leaders among retail shoemen across Canada. Smardon Tarsal-Ease Agencies are held by such firms as Redden, Halifax; Wiggett, Sherbrooke; John Murphy Co. and Mack, Montreal; Simpson's and H. & C. Blachford, Toronto; Leslie, Hamilton; Ashplant, London; Yale, Winnipeg and Spencer, Vancouver.

If there is no Smardon Tarsal-Ease dealer in your town why not apply for this desirable agency?

SMARDON SHOE CO., Limited, MONTREAL

SMARDON TARSAL-EASE SHOES
Clothe the feet with every reasonable regard for comfort and elegance, and yet—attaining their highest development—the feet are preserved in the fullness of their strength and beauty.

Sizes 9 1/2 to 10—50c. extra



Canada is the Place

to buy your shoe counters. Because D. & P. Counter Makers are pioneers in counter production—have grown up with the Canadian shoe industry—their counters have been on the market for over fifty years, and to-day are proving themselves superior to any imported counter you can buy.

Why risk the reputation of your shoes on the doubtful character of foreign counters when the time-tried, Canadian Made D. & P. Counters offer you sterling quality, in a counter for every purpose, backed by the reputation of the largest counter manufacturers in the British Empire.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:—Ed. R. Lewis Leather Co.
For Quebec City:—Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



To The Shoe Trade

A COPY of the "*Dominion News*", featuring rubber footwear for every member of the family, has been mailed to over 250,000 homes in the rural districts and small towns throughout Canada. It should be a splendid stimulant for rubber footwear trade this season, and we believe the reaction in favor of Dominion Rubbers will be worth while to dealers who carry "*Dominion*" Rubbers in stock.

In the cities and larger towns, the daily papers will again carry "*Dominion Rubber*" advertisements.

Are you ready to reap the benefit of this national advertising? Is your stock of "*Dominion*" Rubbers complete with a full assortment of staple lines for men, women and children?

Rubber days are "rush" days. Each clerk can serve double the number of customers if your shelves are filled with nationally advertised rubbers. *The nearest Dominion Rubber System branch will supply you.*

Dominion Rubber System Limited

Service Branches at

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

“GUTTA PERCHA” Rubbers

Satisfaction for Merchant and Consumer



It pays to sell an established, well-liked, proven line. “Gutta Percha” Rubbers are a reliable, saleable line that has been proven by the test of time.

When you offer “Gutta Percha” Rubbers to your customers, they appreciate that you are offering them something that is standard and beyond all experiment or doubt.

This understanding increases their respect for your judgment and your store. It leads to those friendly relations in which the customers look to their merchant for guidance and counsel in their purchases. Such happy connections assure the holding of old customer's business and the acquiring of new—the only satisfactory business growth. Stock the “Gutta Percha” line and assure these advantages to *your* business.

At Your Distributor's or Our Nearest Branch

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

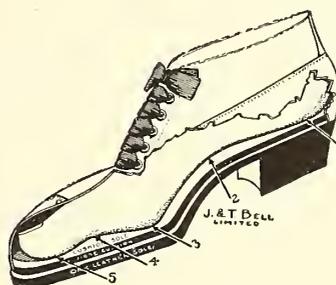
Branches from Coast to Coast



Dr. A. Reed Cushion Sole Shoe

The last word in cushion sole construction, the Dr. A. Reed Cushion Sole Shoe is the supreme achievement in healthful comfort-giving footwear.

The illustration shows how the Patented Cushion Sole gives relief at the points where the pressure is hardest, and gives support where it is needed. It banishes the cause of corns and bunions and protects the feet against dampness and cold.



1, 3, 5. Cushion compresses under heel and ball of foot and under toes.

2. Cushion supports arch.

4. Cushion fills hollow places.

While it is a shoe with a steady repeat demand, it commands even a wider sale than usual during the Winter months. Feature this Bell specialty now.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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



La Duchesse

Style and Price Both RIGHT

The popularity of La Duchesse Shoes is not a one-sided favoritism shown only by the lovers of style. It is a majority verdict, coming from that limitless patronage whose demands place price and value at an equal importance with style.

That is why La Duchesse Lines are a necessity in every Wholesaler's stock, and why particularly at this time you should do no buying until you have seen our complete samples, examined our fine showing of new lasts and patterns and compared our unusual values.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
Quality for the Wholesale Trade*



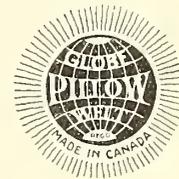
They Are Profitable Customers _____

these pleased youthful wearers of Globe "Pillow Welt" Shoes.

Always be ready for their demands with a full selection of Globe lines.

Globe "Pillow Welt" and "Baby Pillow Welt" Shoes are the only genuine Goodyear Welt Shoes made with a Pillow Welt Insole.

As comfortable, healthful, and durable as a child's shoe can be made.



Carried in-stock by A. Lambert, Inc., Montreal

GLOBE SHOE, LIMITED

TERREBONNE - - - QUEBEC

Montreal Office—72 St. Gabriel St. Representative—J.A. BLUTEAU



The "Pippin" Is Now In Stock

This popular last which has created wonderful repeat orders is now in stock.

This last, so snappy and yet so comfortable, has been all the go for some time now.

We can fill any orders for it immediately.

When you sell it, you sell satisfaction.

Why not have a full stock on hand?

SHADES: Angle brown in heavy single outsole with white rubber doubler; black in full double leather sole. Both excellent lines for fall and winter wear.

SIZES: 5 to 11, widths C and D, Black and Angle Brown Nos. 904 and 924.

Scott-McHale Limited

London

Ontario



KINGSBURY



Canada's
Pride



No. A. 366, One Strap, Two Button,
Black Satin Suede Trim, 16/8 Spanish
Louis Heel. Also made in Patent and
other Leathers.

Another Kingsbury Style Success

A success because of its dainty inlaid pattern with popular one strap two button feature, and because of the graceful lines and pleasing fit of the distinctive last.

A success in sales, because offering Kingsbury quality workmanship at a moderate price, it is a shoe value with a very special appeal under to-day's demands.

Seeing ALL these latest Kingsbury models is quite the most important thing in selecting your new lines.

KINGSBURY FOOTWEAR CO.

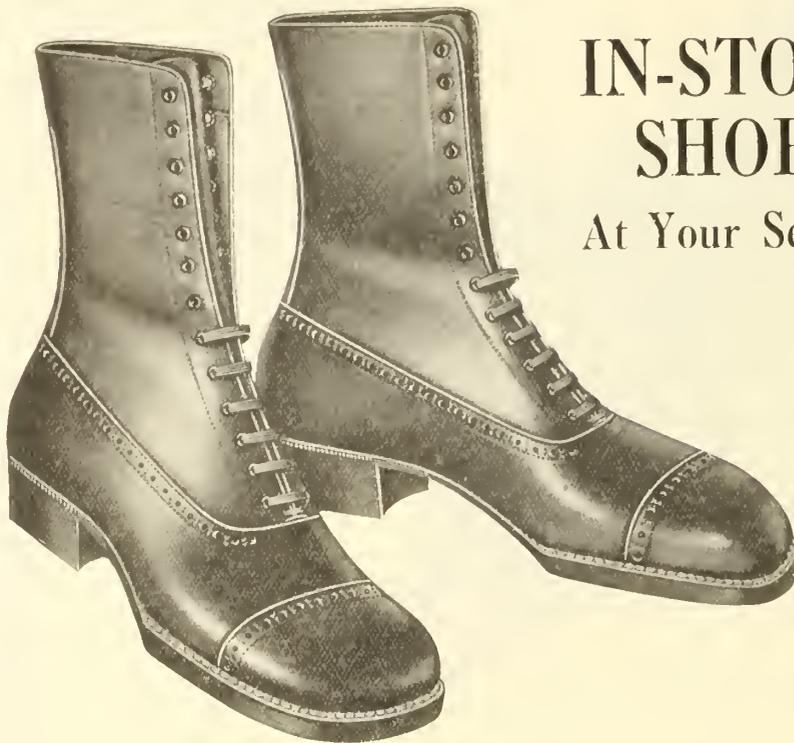
Limited
MONTREAL



DeLyte



KINGSBURY
Snow White
SHOE



IN-STOCK SHOES

At Your Service

- 4002—Misses' Velour Calf H.C. Bal, "McKay", 11-2.....\$2.90
- 4004—Misses' Tan Calf H.C. Bal, "McKay", 11-2.....\$2.90
- 4005—Misses' Black Kid H.C. Bal, "McKay", 11-2.....\$2.90
- 4011—Misses' Patent H.C. Bal, "McKay", 11-2.....\$2.90

"LEATHER OAK BEND" Outsoles

- 2208x—Children's Black Kid Blucher, Sizes 5-7½.....\$2.30
- 3208x—Girls' Black Kid Blucher, Sizes 8-10½...\$2.80
- 2211x—Children's Gunmetal Blucher, Sizes 5-7½.....\$2.30
- 3211x—Girls' Gunmetal Blucher, Sizes 8-10½...\$2.80
- 2212x—Children's Tan Calf Blucher, Sizes 5-7½.....\$2.30
- 3212x—Girls' Tan Calf Blucher, Sizes 8-10½...\$2.80
- 2213x—Children's Patent Blucher, Sizes 5-7½...\$2.30
- 3213x—Girls' Patent Blucher, Sizes 8-10½...\$2.80

- 3028—Girls' Patent Bal Oxford, "McKay", 8-10½\$2.25
- 4028—Misses' Patent Bal Oxford, "McKay", 11-2\$2.50
- 3029—Girls' Gunmetal Bal Oxford, "McKay", 8-10½\$2.25
- 4029—Misses' Gunmetal Bal Oxford, "McKay", 11-2\$2.50
- 3030—Girls' Tan Calf Bal Oxford, "McKay", 8-10½\$2.25
- 4030—Misses' Tan Calf Bal Oxford, "McKay", 11-2\$2.50



"CHROME" Outsoles

- 1200—Infants' Black Kid Fat Ankle Button, Sizes 2-4½\$1.60
- 1208—Infants' Black Kid Blucher, Sizes 2-4½...\$1.40
- 2208—Children's Black Kid Blucher, Sizes 5-7½...\$1.95
- 1213—Infants' Patent Blucher, Sizes 2-4½....\$1.60
- 2213—Children's Patent Blucher, Sizes 5-7½....\$1.95

SERVICE TO THE Little Folks!

PROFITS FOR YOU—This experience of old customers can be yours if you want it. Our stock of "CLASSIC" Welts and McKays for Children is in excellent shape to fill your orders the same day as received.

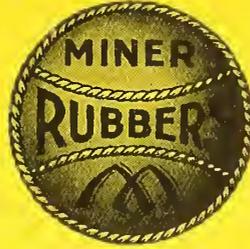
Will your present stock of Misses', Girls', Children's and Infants', take care of the demand which "WINTER" brings?

Better fill in NOW. Immediate shipment from our in-stock department.

Getty & Scott Limited

Makers of CLASSIC SHOES for Growing Girls, Misses and Children

Galt, Ontario



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited.....	Vancouver, B.C.
The Miner Rubber Co., Limited.....	Calgary, Alta.
The Miner Rubber Co., Limited.....	Edmonton, Alta.
Congdon, Marsh Limited.....	} Regina, Sask.
The Miner Rubber Co., Limited	
Congdon, Marsh Limited.....	Winnipeg, Man.
The Haileybury Wholesalers, Limited.....	Haileybury, Ont.
The Miner Rubber Co., Limited.....	London, Ont.
R. B. Griffith & Co.....	Hamilton, Ont.
The Miner Rubber Co., Limited.....	Toronto, Ont.
The Miner Shoe Co., Limited	} Ottawa, Ont.
The Miner Rubber Co., Limited	
The Miner Shoe Co., Limited	} Montreal, Que.
The Miner Rubber Co., Limited	
The Miner Rubber Co., Limited.....	Quebec, Que.
H. S. Campbell.....	Fredericton, N.B.
The J. M. Humphrey Co., Limited.....	St. John, N.B.
The J. M. Humphrey Co., Limited.....	Sydney, C.B.
The Miner Rubber Co., Limited.....	Halifax, N.S.

Every merchant handling Rubbers can get a certain amount of sorting during the season, but the merchant who features Miner's Scout and Guide Rubbers creates business for himself.

We supply advertising that helps.

You Can Depend On
LAWRENCE LEATHERS

It's the absolute reliability of Lawrence Leathers that makes them so satisfying to shoe manufacturers and retailers, a constantly increasing number of whom are learning to insure receiving the latest and best things in leathers *by keeping in touch with A. C. Lawrence Leather Company.*

A. C. LAWRENCE LEATHER CO.

210 South Street, Boston, Mass.

New York Chicago Philadelphia Gloversville
 St. Louis Cincinnati Rochester

CALFSKIN
 SHEEPSKIN
 SIDE LEATHER
 PIGSKIN
 WELTING
 COUNTERS
 INSOLES

Write for samples

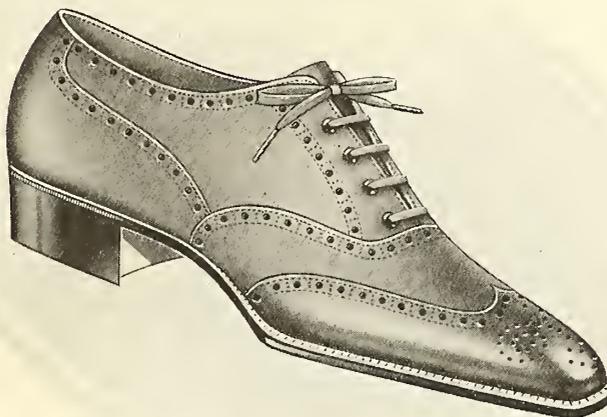


IN



STOCK

SERVICE



READY NOW

No. 2880: Brown Calf Heavy Brogue Oxford,
Pinked edges and double sole.

THIS is a real mannish brogue Oxford, ideal for this time of the year and in great demand. They are packed ready to ship in 18 pair cases containing 6 pairs of B's and 12 pairs of D's and 12 pair cases containing C or D widths all regular assorted sizes.

\$4.65*Net 30 Days, Dec. 15*

Send for In-Stock folder illustrating lines carried
in open stock

Perth Shoe Company, Limited
Largest Manufacturers of Women's Welts Exclusively in Canada
Perth, Ontario

W. S. PETTES
Room 413, Windsor Hotel,
Montreal, Que.

H. B. McGEE
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON
511 Bower Bldg.,
Vancouver, B.C.

TACKLESS
For Style, Comfort,
and Stamina

WILSON MARK
TRADE SEWED

Stamp on the Sole



FOR STYLE—The Wilson Sewed type of shoe offers lightness, daintiness, and flexibility in an endless variety of patterns. They sell easily because they adorn the foot and stay stylish in service. Note the airy lightness of the shanks.

FOR COMFORT—The Wilson Sewed shoe is not only tackless and smooth beneath the foot but flexible, damp-resisting and able to give ample protection at all seasons.

FOR STAMINA—Wilson Sewed shoes will give your customers the benefits of dependable leather in-soles plus finely sewed outsoles. They never rip, spread, or break down at the toes. With Wilson Sewed you can build new business founded on welt-stamina, turn-style, attractive prices, and satisfied customers.

**TO ALL
MANUFACTURERS**

Investigate the simplified Wilson Sewed and our royalty-license contract. Make better style-shoes on your regular lasts with standard welt-McKay equipment.

Let us mail you a list of
licensed manufacturers

Address all Inquiries

Wilson Process Incorporated

Canadian Pacific Building

City of New York



SHORT STITCHES

Germany may let her currency smash to smithereens—but German manufacturers still have the same old knack of knowing how to make money with improved manufacturing methods.

+

A pair of women's shoes costs billions of marks in Cologne today. But if you should ask one of the principal manufacturers in that shoemaking city why he went to England to obtain a license to make Wilson Sewed, he'd tell you that it is easier, even in Germany, to get billions for the style-comfort-and-stamina values in tackless Wilson Sewed shoes than it is to sell ordinary shoes made by the older methods. They are better merchandise for any retailer.

+

The revolt against tacks in good footwear is world-wide. In a recent issue American Shoemaking says, "One Middle West manufacturer has been quoted recently as saying that the manufacturer of anything above the 'bat' grade will find himself in difficulties by 1925 if he hasn't devised or adopted some practical method of making tackless, straight-lasted style-shoes before then."

+

Wilson Sewed, beg to state modestly though proudly, is the oldest and most widely distributed type of tackless, straight-lasted, close-trimmed shoe with a flexible sewed sole. A well known manufacturer told me not long ago that he considers the Wilson Process the greatest economic advance and fundamental improvement in shoemaking since the introduction of the Goodyear welt in 1877. Why?

+

Well, the Wilson Process not only makes it possible to make straight-lasted shoes economically and efficiently without clinched tacks and without welting—but it allows manufacturers to make them on their regular lasts using standard shoemaking machinery and familiar operations. There's a saving for the trade and the public there, as well as better footwear.

+

Moreover—with the tacks removed the sole may be sewed with short, flexible stitches by a smaller needle, and sewed more rapidly and firmly. Uppers and linings are pulled more closely to the wood and doubly fastened. That's why they never spread, rip, nor cause complaints.—H.L.A.



“DUGAN”

“Dugan” is Marsh’s answer to your problem of satisfying the young man who wants a street oxford that makes him look his best—and feel it.

Made in all leathers, “Dugan” provides that happy combination of satisfaction to your customer and profit to you.

Don't Argue---It's a Real Fitter

THE W^M A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

ROOM N

**PERMANENT SAMPLE ROOM
QUEEN'S HOTEL**

TORONTO

Peterboro
SHOE

The Shoe With the Right Idea



Peterboro shoes have the right idea of user service. Correctly constructed of selected leathers, and made to the Peterboro standard of good shoemaking, they have proved themselves one of the easiest selling lines of staple shoes the dealer can handle. Prompt shipments can be made from either Peterboro or Regina. Satisfied customers are the foundation of future business. Peterboro shoes satisfy customers.

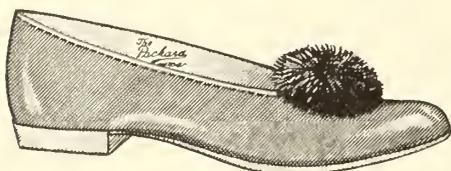
B. F. Ackerman, Son & Co., Limited

Peterboro, Ont.

Regina, Sask.

Western Dealers may sort from our Regina Branch

PACKARD'S



BOUDOIR

SLIPPERS

ALL
COLORS
and
SIZES

ARE GREAT SELLERS FOR THE CHRISTMAS TRADE

HOW IS YOUR STOCK?

We Are Prepared To Rush Your Order

OVERGAITERS

WE CAN GIVE YOU

Quick Delivery

ON SORTING



L. H. Packard & Co., Limited

15 ST. ANTOINE ST.,

MONTREAL

Canadian Crown Overgaiters

In stock for immediate shipment in various colours and styles, made from best quality felt or English cloth.

Men's, Women's, Misses' and Children's.

*Write for
Samples*



Adam's Welt Shoes for Children

In Stock for immediate shipment at low prices

Gunmetal Calf, W. Q. Blucher
Patent Vamp and Calf Blucher

Tan Calf, W. Q. Blucher
Sizes 4-7 $\frac{1}{2}$ and 8-10 $\frac{1}{2}$

MAIL ORDERS SHIPPED SAME DAY AS RECEIVED

Ralston's Polishes and Dressings for Every Shoe

Robt. Ralston & Co. Ltd.

HAMILTON

ONTARIO



Fashionable Staples

This is another of our new models which in addition to offering the unsurpassed Yamaska value, emphasizes one of the very popular style features of the day. A shoe you can sell in big volume at a good profit.

For a money-making investment in shoes that sell and satisfy, buy from the complete lines our men are now showing.

Keep your Yamaska Stock well sorted by making use of our new IN-STOCK DEPARTMENT, giving immediate shipment on our leading lines.



LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUE.

COLLIS CALF

**"The Name
Of a Shoe"**

Distinctive Shoes for men and women are known to the public by their trade name. A man no longer asks merely for a pair of shoes, stating only the size he desires. He asks for a shoe by a name upon which he relies for service, quality and dependability.

The shoe manufacturer must consistently retain these features in his product, or a disillusioned public soon forgets his trade name.

**COLLIS CALF GRAIN LEATHERS
AND
COLLIS SUEDE, BRILLIANT BLACK**

have solved the problem for makers of high grade shoes in Canada for a number of years, and may be found in the most of the footwear best known to, and relied upon by a critical public.

Produced in all weights and grades, in colors popularized by a demand for an upper leather of character and economical value.

The Collis Leather Co., Ltd.
Aurora Ontario



Black Suede Pump, Mat Calf
Collar with cut outs,
Flexible McKay, 17/8 Half
Spanish Louis Heel.

The Pick of the New Pump Styles

In spite of all the changing modes in footwear the vogue of the Pump is constant, and a pump that displays the trim dainty appearance of this new model can be counted on to show up strong in sales wherever it is featured.

It is just another striking example of the kind of style-creating that is keeping our line a Fashion Leader. With the added appeal of popular price each sample in our extensive new range has important selling features to warrant your close inspection and comparison.

Dufresne & Locke, Limited
Montreal, Que.



Popular Leathers For Popular Shoes

The most economical and most satisfactory as well as most modish and wearable leather for all purposes in men's or women's is

Davis Colored Calf

In Fashionable Shades of Brown and Red and Tan

The shades are CORRECT and PERMANENT. The skins are carefully selected, uniform and specially treated for the purpose.

Davis Dominion Calf

In Bright and Dull Finishes

Has that soft mellow lustre and touch that makes the appeal to the buyer. The most economical cutting leather on the market.

Davis Boarded Veals

In Three Colors

Meets the demand for a POPULAR PRICED SHOE. It has the attractive appearance and texture that combine with price and cutting quality to make it a great SAVER.

A Leather For Every Shoe

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONTARIO

CANADA

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:
510 Coristine Building

Boston Office:
161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS
ASSOCIATION

The Best Kind of Optimism

THE world is full of Micawbers who are waiting for things to "come round." Business is ever more or less afflicted with this species of jelly fish but during the past year or two the brood has been unusually abundant.

The man who waits for things to "come round" in the shoe game to-day is digging a grave for his business with his own hands. When things are at their best, shoe merchandising is surrounded with so many pitfalls that only the wary escape.

There are men in the retail trade who are to-day talking cheerfully about business and who can show figures to establish the fact that they are making headway, but when you get down to discuss the "why" and "how" you find that they have been working harder than they ever have in their lives.

Another thing that the wise man is doing to-day is watching his step in expenses. We became accustomed during the period of inflation to a scale of living as well as business expense that is found most difficult to moderate and those who have had the courage to put in the knife have in many cases saved their bacon.

But it is through sane merchandising that salvation is to come to the shoe trade or any other. Buying shoes is a science. It is estimated that fifty per cent. of those who fail do so as the result of bad buying. The man who buys thoughtfully and purposefully is the one who is going to stand the gaff in the next few months.

The same applies to selling. Anybody can buy goods and sell them at a loss. It takes brains and hard work to sell good goods at a profit. In the grab for business to-day this fact is being lost sight of by manufacturers as well as retailers and the end is not difficult to see.

Those who survive will do so through sane, persistent, sound merchandising methods, whether in the factory or store.

In the Market Place

REPORTS from various sections of the country indicate slight but steady improvement in the situation. Volume of business being done in nearly all lines is curtailed, and much of this can be credited to the uniformly fine weather that has prevailed. Cool evenings and mornings with a tinge of frost have stimulated sales to some extent, but from the standpoint of the shoe trade some snow or slush is required to really start things moving.

Retail shoe men generally report that October and early November were slightly better than the same period a year ago. Some report a decrease as high as twenty per cent., while one dealer reported an increase of twenty per cent. The same uncertainty is evidenced in their feeling as to prospects for the next few months. The majority have a feeling that better business lies just ahead, although in some districts the outlook does not appear encouraging. As one dealer puts it, "I cannot really feel enthusiastic, for though the public are really badly in need of shoes they are holding off from buying. Just whether it is a need of money or a general holding off it seems hard to say."

A dealer in an agricultural district says, "With favorable weather we expect good business. Agriculturalists are extremely cautious in regard to buying. Until there is a more equitable adjustment of prices for farm products we do not expect much improvement in local conditions." A London dealer says, "Prospects are very good indeed. We have yet to do the large bulk of the rubber business, which will come with a rush with the first snow, due now in the very early future. Looking forward to a record Christmas trade."

Women's shoes are still selling more freely than men's. The latter have been moving slowly, though the past few weeks have shown improvement. Brown and black are pretty well divided with the latter predominating. Brogues are selling steadily, particularly in the larger centers. Regular oxfords in French lasts are also favored. High cuts are outselling oxfords in most quarters, on a basis of about sixty to forty per cent.

Women's welts have swung largely to oxfords, with a smaller number of strap shoes. Of the oxfords sold probably sixty per cent. are tans and the balance black. Brogues and low-heeled mannish styles have taken hold for the season. There is still a demand for shoes "at a price," but even then style is required also. Patent oxfords are finding a good sale in some localities.

For dress wear turn shoes largely consist of straps in wide variety, satin and patent being the favored materials, with quite a number of kid shoes sold. Black suede, and suedes in the various browns, are still sold for afternoon wear.

Wholesale Trade.

Wholesalers and manufacturers are still working close upon orders. Little placing has been done, though here and there a maker has persuaded the dealer of the soundness of buying a portion of his spring shoes now. This holding off tends to keep the whole trade tied up until after the first of the year, when a rush is expected.

Discussing the situation as it is to-day, one man said:—

"Let us look at the facts as they are to-day. We

have had our salesmen out for the past two months for Spring, and the quantity of shoes that they have booked is not nearly as large as it should be. The reply that they get from many retailers is 'that they are waiting until January to place their orders'. As far as we are concerned, there will be no new styles that we can think of, to any great extent at any rate, develop between now and that time, and the dealer has nothing to gain by following a policy such as I have mentioned above, but yet he seems to be backward about placing his orders.

"The style question as we see it, is practically a matter of one's own personal judgment. There are certain fundamentals, which apply in the question of styles to-day, which are being followed by practically all shoe manufacturers, and there are variations of course by each manufacturer according to his own, or what ideas he can gather, following along the fundamental lines that I have mentioned above.

"My belief is that the retailers when purchasing their goods should use their very best judgment, and be careful about what they do buy; but after they buy it, sell it. We have a great deal of sympathy with the retail man. We appreciate what he is up against. There is only one way that he can make a success of his business, and that is, by following his business very carefully himself, and watching that accumulations of dead stock and obsolete lines do not gather on his hands, and by cleaning his stock up frequently."

MONTREAL CONDITIONS.

A survey of conditions in the retail shoe trade in Montreal reveals little change from those which existed a month ago. Some of the dealers report a little upward trend in sales during the past week or so, but most merchants are still waiting for the increased trade that should come with the Fall season. While continued mild weather has rather upset expectations by causing a hold-back in the public's buying, still many stores, particularly those of the better class, find their sales averaging slightly higher than at the same period a year ago.

Heavier lines in women's footwear are beginning to move faster, although of course a large proportion of the demand still runs to the lighter types. Oxfords in black or brown, in calf or kid, are getting most of the sale in the heavier lines. Suede, particularly brown, is featured quite strongly, but seems not to be going quite so well. In the lighter models patent and satin continue to lead, and the narrow one strap is the most popular of the strap effects, but cross straps are also selling. In all lines there seems to be a strong tendency to the plainer patterns. There has been brisk selling in evening slippers in many of the stores, in brocade and satin, one store reporting a considerable sale in silver brocade creations.

In most of the stores the men customers are still buying more oxfords than high cuts. In oxfords the choice now of course is running more to the heavier lines, the square toe models in Scotch grain are taking well, and there is a noticeable partiality for black particularly in the better grades.

With the continued selling of oxfords in men's lines and with the women still buying footwear of the lighter type, merchants are hopeful of extensive selling of spats and overshoes when the colder weather sets in. In fact, although trade is not of the most brisk character there is quite a degree of optimism in the manner in which retailers are looking forward to business for the balance of the year.

(Continued on page 38)

The Root Of Gambling

By Dr. Frank Crane

The root of gambling is the desire to get something for nothing.

It is precisely the same thing as the root of theft, embezzlement, robbery and burglary.

There are millions of dollars lost every year in speculation. But it is safe to say that not a dollar is lost by anyone who is not expecting to get something for nothing.

The swindler and confidence man is a rogue, but he would have no success except for the fact that his victims are also rogues. The difference is that he knows that he is a rascal, while they think they are not rascals. They do not realize that every man who expects to get something for nothing is already a thief in his heart.

The first lesson every boy ought to be taught in school and in the family is that he has no right to call any penny he may have, honest unless he has given a penny's worth for it.

No dollar that ever came to man, whether by gift or luck or treasure trove, was ever a blessing and a strength to him, except the dollar that cost him commensurate effort.

Whoever will take for his motto in life that he will never receive something for nothing, will not only be safe from being cheated, but will also be preserved many a time from making a fool of himself.

Honesty is so extraordinarily simple that it is extremely difficult to understand; while fraud is so complex that it is very plausible.

It is a curious commentary on human nature that a man, often pities himself because he has to work hard for every cent he gets, while the swindler is vastly satisfied with himself.

As a rule and in the long run a sort of rough justice is worked out in the world, and a man who is of service to his fellows usually gets paid for it; while as a rule, although there are many exceptions, and in the long run, although very many get tired and do not run long enough, the man who complains that he has been ill treated and is unlucky, is one who is disappointed because he did not get something for nothing.

You do not always get your just pay for the work you do, and some men get pay for work they did not do; it is an uneven world, but it is certain there is one satisfaction that a man has that no one can take from him, one treasure he possesses which moth cannot corrupt nor thieves break through and steal, and that is the consciousness that he has never tried to get something for nothing. And that will give him a faith in human nature that the other kind of man can never have.

A certain Frenchman said that the honest man has at least one advantage over the rascal, he knows there is at least one honest man.

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Limitation of Styles

Discussion of the Subject with Views of Retailers and Manufacturers.

“WE are always complaining about the weather but nothing is ever done about it.”

Mark Twain, when he penned those words—perhaps the quotation is not exact—might well have been referring to the style situation as it exists to-day and has existed for quite some time.

When shoe sales fell off a couple of years ago, an attempt was made to bring them back by reducing prices. This has continued till to-day the profits in the shoe business are vastly exceeded by the losses, and the public are “fed up” with blatant signs of every conceivable type of “sale,” or are offered shoes at prices which spell either inferior goods, which will cause grave damage to the prestige of Canadian shoe-making, or losses to those who make them, possibly both. Be that as it may, the price war goes merrily on, with no advantage to anyone, but plenty of sore heads, not only to those in the game, but also for the innocent bystander. The end of the game will show some cripples, some lame victors, and a few missing from the ranks.

The next obvious move in the game after slaughtering prices and profits, was the attempt to rouse the jaded appetite of the public with novelty and variety the like of which it had never known. So a competition was set up which played havoc with production costs, filled shelves with shoes that were out of date in two months, and put a few more people out of business.

The net result of the program of the past couple of years has been that it is a question whether the shoe and leather trades were ever in a more unsettled and doubtful frame of mind than they are to-day. The situation is by no means confined to Canada. Our neighbors to the south have the same problem in practically every aspect. If they have one advantage, it is that they have more large centres where the old-time “staple” shoe could not be sold, and where the personal demand for novelty is strong.

So far as the price question is concerned, we will always have that with us. In lean periods, despite education as to the soundness of basing prices on costs, it can be expected that a battle for the survival of the fittest and the longest purse will ensue. To the shoe trade, the danger lies in the distribution of shoes that may go far towards wrecking the campaign for Made-in-Canada shoes, and destroying the growing connection in the public mind that Canadian made shoes are equal to the best from any other country. For price reduction is necessarily accompanied by sacrifice of quality and the use of low-grade materials and workmanship.

The Style Problem.

The style situation has put the shoe trade of Canada in the position of the fellow who had the wild cat by the tail and found it just as hard to let go as to hang on. With very few exceptions that we can find, the trade, retailers, wholesalers and manufacturers are anxious to get away from the present chaotic condition and settle down to some sound basis of doing business.

Here we are in November, with very few shoes bought for delivery after the first of the year. It is not a question of buying six months ahead; many dealers are afraid to buy two months in advance. The position of the manufacturer and tanner, while it may not get much sympathy from the retail trade, is obviously not only difficult, but dangerous.

Normally, the wholesaler could step into the breach. But he too, hesitates to gamble against styles. Some wholesalers have been cashing in on the novelty business, but the training of the average wholesaler, as well as his function, has been along more or less staple lines. Staple shoes are manufactured and sold, but the mail order houses are making serious inroads in that field. The result is that some wholesale houses are playing the novelty game—with more or less success—which means they too must be in and out quickly, and have become really just manufacturers' agents.

The manufacturer's in-stock department is also being utilized to take care of quick deliveries of small lots. But this can only extend to staples or semi-novelties, as the manufacturer cannot afford the speculation on large quantities of shoes which may be left on his hands.

The problem is of vital concern to every branch of the trade. It has caused immense losses to date, and will cause more before it is stopped or has run its course.

The average retailer cannot afford to play the novelty game. He has neither the experience nor the clientele. On the main streets of the larger cities there are stores which live and thrive on novelties. That is their game; they are in a location to play it and make money. They can get long prices to take care of left-overs. But the bulk of the shoes sold in Canada are not sold by that type of store, but by the smaller dealer who must handle a wide range of shoes for a varied clientele. Forced into the purchase of novelties, he has bought to the best of his judgment, or of those with whom he can consult. Lack of market has left him with odd sizes or whole lines that are taking up room and tying up money and represent a net loss on his trading. Is it any wonder that he is unwilling to buy until he sees sales in sight? He is faced with the necessity of finding a safer way of doing business or quitting—and leaving his creditors to carry the loss. It is all right to talk about educating him to merchandize better, to buy better sizes, to turn his stock oftener; the process is slow and costly.

The wholesaler is up against a similar problem, as has already been indicated.

The manufacturer's life has become anything but joyful. With his orders largely for three to four or five weeks' delivery, all piled in at one time; with constantly growing overhead and labor charge; continual search for and purchase of new lasts, patterns and materials, he can see no end to the battle. Put on top of that a difficult credit situation and a tight money market, and you wonder that it has lasted as long as it has. One look at some ranges of samples is enough to make a prospective buyer dizzy. The layman would wonder how a dealer could decide to buy anything at all; for each shoe is more attractive and saleable than the one next to it. No wonder that when he is told that “anything pretty should sell well”, he attempts to buy everything pretty and overloads himself.

It is worth considering whether the net result to the trade would not be greater if fewer shoes were made and sold profitably, than to have a larger volume on which everybody loses money. Who is better off, the man who does a business of \$100,000 and loses \$2,000, or the man who does \$75,000 and makes \$1,000? As it is, we are all trying to make and sell all the shoes—and it can't be done.

The Whisper of Death.

There is no "whisper of death" in this discussion. The shoe and leather trades are facing a critical period. There is no boom in sight. Prosperity may be around the corner but who can tell? Until world conditions are stabilized, Canadian business cannot develop to any great extent. It is therefore necessary to take serious thought as to where we are travelling.

Here we have a problem that is common to all branches of the industry. The leather man is as deeply concerned as the retail shoe dealer. For every change in style reflects back to his product, and every loss taken by the retailer comes back to him eventually.

The solution of the style problem—a problem which some say, by the way, does not exist—is not necessarily going to put the shoe business right on its feet. But there is no doubt it would help to remove much of the lack of confidence, and the hesitation that is holding back trade.

Can It Be Solved?

Whether the problem can be solved is in itself a question for discussion. That it exists is undoubted. That it is dangerous, that it causes expense and loss, are also admitted. Its original and immediate cause are disputed.

But practically everyone who has commented on the question is anxious to solve it, believes that the limitation of styles would be of great advantage to the whole trade. Moreover, nearly every manufacturer and dealer who expressed an opinion appears willing to co-operate.

Very few venture the opinion that styles can be limited to a season. Nearly all wish that it could be done. The chief difficulties mentioned in connection with the proposition are:—

1. Canadian styles are not originated in Canada, but depend on American ideas, which in turn develop not only in the United States, but in Europe.

2. Manufacturers could not make any agreement to limit styles unless all were in it, and some would not enter into such an agreement.

3. If the manufacturers did make such an agreement, the retailers would not back them up, but would be the first to look to outside markets for supplies of novelties.

4. The public demand for styles shown in American cities would force dealers to get the latest novelties.

Nevertheless, from all the opinions offered there does not seem to be any reason why the subject could not be discussed with a view to some action.

True, we are not self-contained, and do not originate our own basic styles. But the tariff wall should help exclude most shoes that might find their way in here, except those of certain types, which are com-

ing in right now and always will. From season to season, styles and patterns could be kept up to date. Indeed, basic changes have not come rapidly this last year. The woman in a small Ontario town is not insistent on having the shoes that are worn in New York. She is more interested in Toronto. If she goes to New York and sees for herself, she will likely buy shoes there and smuggle them into Canada—as she is probably doing now.

The consumer demand for certain types of shoes is susceptible to exaggeration. Few styles are created by the public. The average woman buys the shoes her dealer shows her, provided she likes them and they are "in style".

The rest is a matter of mutual confidence.

If retailers and manufacturers cannot get together and make an arrangement with the feeling that they can all, or even nearly all, be trusted to play the game, discussion is futile.

If this question can be settled by mutual arrangement, and if its settlement means stability, confidence, and money to the trade, the members of the trade should be big enough and honest enough to make an agreement and live up to it.

What Retailers Say.

Two questions were put to representative dealers:

1. **What do you think of the possibility of the limitation of styles, or a guarantee by manufacturers of styles for a season at least? If it were attempted by a group of manufacturers, would the retail trade back them up?**

2. **Would it be to the general advantage or disadvantage of the trade?**

We quote from some of the replies already received.

An Eastern dealer said:—

"The retail trade won't stick. They are not organized enough.

"It certainly would help. People buy what they see, either in windows or magazines. It is the style makers that cause the trouble, not the people."

A London dealer says:—

"Like the idea fine. It would certainly be wise for the trade to back up this idea, and speaking for ourselves, we would be glad to co-operate with the manufacturers.

"It would certainly be to the advantage of the trade."

A Peterborough man:—

"I believe the retail trade would be very much in favor of limiting the varied styles and getting back to the place where they can make money.

"I consider it would be very much to the advantage of the trade."

A Windsor man:—

"Speaking for ourselves, yes.

"We would consider it an advantage."

A Chatham dealer:—

"I would do my best to back up any group of manufacturers, but must confess that I have looked on it for some time as a beautiful dream.

"I think new styles for a placing season only are all right, if nothing new is brought out between times."

A Montreal dealer says:—

"If it were possible to eliminate the number of styles, it would be a great help to the retailers. At the same time it is necessary for the retailers to have merchandise that is different from his competitors. Believe if the manufacturers attempted to cut down style shoes to a great extent it would tend to invite more importation of American shoes, which is something that we all do not want. At best it is a hard question and requires a lot of serious thought.

"If a plan such as you suggest in question 1 is put into effect, I believe there would be a tendency, or rather a lack of individuality that is needed in the average store, even to-day. On the other hand, any method to eliminate or decrease the number of lines would be a tremendous help in merchandizing shoes."

Another Montreal man:—

"A good thing, even if we now do a little more business by showing new styles.

"It would be an advantage in the long run."

Still another Montreal man says:—

"As long as manufacturers are looking for business they will create new styles. No, the retail trade will not back them up. New styles mean extra business for the retailer.

"It would be a disadvantage. Styles are all right, but do not try to corner the market."

A Toronto retailer says:—

"It would be a hard thing to accomplish.

"It would retard sales, certainly, but would improve a merchant's stock."

Another Toronto dealer:—

"We decidedly favor limitation and surely will support any measure along such lines.

"I consider it would be a decided advantage indeed."

A London retailer:—

"No good.

"It would be to the advantage of the indifferent merchant, but to the disadvantage of the merchant who is willing to give thought and time to his business and then work."

An Ottawa man:—

"Impossible to control it unless all manufacturers signed an agreement.

"It would be a decided advantage."

Another Ottawa dealer:—

"Limitation of styles is what we need. Retailers would do anything in order to curtail styles.

"It would be a great advantage."

Another Ottawa man:—

"Yes.

"It would be an advantage. Shoes have become too much like millinery and are too changeable."

A fourth Ottawa man says briefly:—

"I think so.

"Hard to tell."

A Hamilton retailer:—

"In my estimation I am sure the larger percentage of retailer would back the manufacturers.

"It would be an advantage to the smaller dealers, a slight advantage to the larger retailers."

A Lindsay dealer:—

"Any reasonable effort on the part of maker's would have the support of reputable retailers.

"In our opinion the rage for extreme faddish footwear is on the wane. New novelties express more

refinement. Women will not be less exacting in their demands for smart footwear than in the past. It will be up to designers and manufacturers to satisfy the desire for variety to a reasonable extent and at the same time have regard for the retailer by avoiding the freaks and distortions of the past few years."

A New Brunswick dealer says:—

"Good although we do not think there is a possibility of any limitation of styles until manufacturers can get enough business out of more staple lines.

"We think it would be an advantage."

What Manufacturers Say.

As is the case with everyone who looks at the problem, shoe manufacturers realize that it is a big question, and difficult of solution. An idea of the opinions held by some of them is indicated by the quotations that follow. No names are mentioned, as some of the manufacturers preferred quite naturally that their names be not used in the discussion.

One company has already made the decision, and write as follows:—

"I invited all the travellers to a special meeting held in my office, and discussed with them the question of styles for the coming season. I represented to them that new styles meant a very heavy expense on the manufacturers and a big loss to the retailers in having to carry so many varieties of shoes, of which some became obsolete very quickly, and sometimes even before they have received the goods from the manufacturer. It was the wish of the retailers that the manufacturers should confine themselves to fewer styles and then not change or put out new lines in January or March.

"I have much pleasure in telling you that it was unanimously resolved at the meeting of these travellers that we would not put out any new lines before next May, 1924.

"As far as we are concerned, we are not going to put out any new lasts or styles except for the fall trade after May 1st. This should be done by all the manufacturers, and would mean a big saving and a protection against failures from retailers, as the principal causes are overstocking and selling out at a reduction, too many job lines."

One of the closest students of the situation says:—

"The question is a pretty big one. While everybody might like to say 'Yes' to some guarantee of styles, no one could control the situation so that these desires could always be carried out. We do not make the styles here in Canada. In this matter we have to follow the big industries to the south of us. They have their style committees and so on, but these style committees do not make the styles. Their opinion can simply follow along the apparent trend of public opinion and indicate the future accordingly, but the arbitrator in styles finally is the purchaser. When she jumps and why she jumps so often or where she is going to jump to next can hardly be answered or guessed ahead of time.

"We are undoubtedly going through a period in the women's shoe business which is very different from the old days, and personally I think it is going to continue, and therefore I feel that considering the influence in this matter from the United States, which we have to take into account, rules and regu-

lations could not be safely entered into. They might be entered into but I question the possibility of their being carried out. Each manufacturer and retailer will pretty nearly have to do as he sees fit. We all recognize the evil of quick style changes, and it is a foolish person who accordingly does not earnestly endeavor to guide his course very thoughtfully in this matter."

Another leader in the trade says:—

"If limitation of styles was vested entirely in the hands of our manufacturers and could be controlled by them as far as Canada is concerned, we would strongly support your suggestion, but such is not the case.

"Style control comes under the scope of international action at the very least, and we do not believe any local effort to adjust or regulate this perplexing problem, would be either feasible or desirable."

An Ontario house says:—

"While the plan would be a most desirable one, if it could be successfully put into effect, I am inclined to think that you will have difficulty in carrying it out.

"In our judgment it will be difficult to get some of the smaller concerns to agree to such an arrangement. The difficulty has been in the past that some of the factories with smaller outputs have been able to get quicker action in producing new styles than some of the larger plants.

"After all, the matter is entirely in the hands of the Retail Trade. They are demanding new patterns continually—they must have variations in their styles, and as long as they make this demand, manufacturers are going to make the attempt to satisfy it.

"It is all very well to talk about the evil of changing style, and to advocate that these conditions be eliminated, but the very people to talk along these lines are the first ones to demand from a shoe salesman, 'What have you got that is **New** in your samples?'"

An Eastern manufacturer says:—

"If Canada were a closed market, and all of the manufacturers making women's shoes were to agree to some definite policy and the retailers were to agree to support them in that policy, and be governed thereby, then there might be some chance of carrying out your suggestion.—But in the First place, Canada is not a closed market, and in the Next place, I think it would be pretty hard to get all the manufacturers to agree to anything of that kind, and in the Third place, I am afraid that the retailers themselves, would be just as bad offenders as anybody in that respect.

"You know that even to-day there is quite a large quantity of American shoes being imported into Canada, vastly inferior though they are in quality, but yet if any policy were adopted by the Canadian shoe manufacturers which would put a limit upon their progressiveness in developing styles, etc., the first thing we would know, would be that the American people would be getting the business, and our own Canadian retailers would probably be the worst and the loudest in their complaints about the lack of progress of the Canadian shoe manufacturer.

"We believe, and our practical experience backs us up in believing, that it would be next to impossible to get any such combination worked controlling styles such as you mention. But when we say this, do not mistake us, if there is any way that it can be done and somebody can point us out the way, and if it looks feasible and practical to us, we will co-operate and do our best to stabilize conditions in that way."

A Montreal firm says:—

"It would certainly be a great relief to the shoe trade in general, and to the manufacturer in particular, if we could limit the number of styles and agree not to introduce new ones between seasons.

"We think, however, that it would be very hard to get a group that would agree to that, but if it was possible to do so, we would be the first to get into the ranks."

Another leading manufacturer:—

"We consider the thing absolutely impossible and against the interest of Canadian manufacturers. This is the reason for our assertion:

"Supposing that we make a certain arrangement between Canadian manufacturers, we will soon notice that the retailers in Canada will import some new styles from the States, or will give us some American Novelties and ask us to copy them, and if we do not comply with their request, they will go to our neighbour to get same.

"We do not consider it possible to make special arrangements between manufacturers without making a big deposit to guarantee that the arrangement will be carried out. Furthermore, regarding change of styles, it is very hard to determine what a new style is, as the same style of shoe can be made in many different ways.

"If it were possible, we would be only too glad to adhere to it, as adopting new styles as often as we do costs a large amount of money and a lot of trouble."

An Ontario manufacturer:—

"Regarding the guaranteeing of styles by the manufacturers, I think it would be of great assistance, not only to the manufacturers, but the retailers as well, if something along this line could be worked out. Personally, I would be pleased to meet a group of the style leaders and discuss the situation with them if you think it advisable. You can readily understand there are a great many things we would have to discuss along this line but if some concrete agreement could be reached by the better class of manufacturers I do not think we would need to worry so very much about the people making the cheaper lines. If there is anything further which the writer could do along this line he would be pleased to co-operate with you."

Another Ontario manufacturer:—

"When you discuss the guarantee of styles by manufacturers, you open up a very large question. We, ourselves, would be very pleased, as no doubt a good many other manufacturers, too, if there was no change of styles between seasons. We feel, though, that as American manufacturers are so close to us, and as they really are the ones who are responsible for this change of styles, that it is almost impossible for the Canadian manufacturers to do anything."

Some Examples of Good Advertising

WE are showing here samples of consumer advertising from two progressive retailers. The advertising of Woods' Shoe Store is a real study in typography—the correct way to lay an advertisement out, and the value of type on the reader's eye is herein illustrated. In the large advertisement the heading "Shoe Sale" strikes just about the right balance, and tells in two words what it is all about.

We have one heavy line, two light lines, a small heavy line, and two more lines of light face. This arrangement gives the eye the chance to read easily and speedily and at the same time tells why, when, where, and what. The type faces are graduating from large to small thereby giving emphasis to each other. The cut in the centre gets the eye and breaks up the blackness, giving the entire advertisement just enough white space to enhance its appearance.

Three columns of descriptions are departmentalized with main and sub headings in bold face. The prices are clearly read and the details of each item are complete. This advertisement has been well written, and the writer has been backed up by a compositor who took some pride in turning out a good job. It is a creditable fact that lower case letters

have been used mostly, just enough capitals being used to drive home a particular point or feature. These same features of merit are characteristic of the single column advertisement to the left of the large one.

Well written, well set advertisements of this nature are hard to secure, and are not often seen in the papers, but when they are to be found they are a pleasure to read. Both of these advertisements would stand out on any page, they would be read because they are easy to read, the information contained in them would be acted upon because it was concise and complete. The writer does not know what these advertisements did in the way of results but feels quite confident in saying that they sold enough shoes to pay their own expense in the paper.

The next set of advertisements for Wilsons' Twin Shoe Stores are exponents of the standard layout idea. The same layout is used all the time with just a change of copy and a new heading. The copy is well written and is of a style not often found in shoe advertising. It is interesting because it has a breezy way of telling its story, and it is not on first glance likely to be taken for a shoe advertisement. Being of the one layout type, there can be no great variety of appearance, a fact that might cause some people to pass it by when reading the paper. These are nevertheless advertisements with a character and individuality of their own, and should have quite a lot to do with the sales' records of the advertiser.

Woods' Shoe Sale

Ends on Saturday

It the Men, Women and Children of Vernon really care to save money and at the same time get real Shoe Values, now is the time. WOODS' sale is still on, but after it is over Shoes will not be obtainable at these prices.

Men's Muleskin Boots

With flexible soles of Bull-dog sole leather. Guaranteed to wear and are just as cool as canvas. All sizes 6 to 11. Sale price **\$3.45**

Same Shoe in Boys sizes, 1 to 5½. Sale price **\$3.20**

Men's Dress Boots

In black and brown; all sizes. Regular price, \$6.75. Sale price **\$4.95**

Children's Boots

Boys' high soled canvas Boots, all clearing at **\$1.00** SEE THEM ON DISPLAY

Growing Girls' Boots

Brown and black calf skin Boots, sizes 3 to 7. Sale price **\$3.95**

Ladies'

Brown Canvas Boots

With rubber soles and leather insoles. Regular price, \$3.50. Sale price **\$2.20**

WOODS' Shoe Store

Phone 92 P O Box 516

SHOE SALE!

CHARLIE WOODS celebrates his return to business by announcing a smashing 15 DAYS SHOE SALE Commencing Friday, June 1st to 16th

REASON: CASH NEEDED BADLY AND TOO HEAVILY STOCKED ALL OUR BEST QUALITY SHOES AT GREATLY REDUCED PRICES

Men's Boots

Frank Slater Boots for Men, in brown and black; pointed and medium round toe; all sizes. Regular prices \$10 and \$12. Sale price **\$7.85**

Sale Prices are Cash Only

Men's black and brown calf "Lun Boots; Goodyear welted, rubber heels; all sizes. Regular price \$6.50. Sale price **\$4.85**

Men's muleskin Boots; all solid leather. All sizes, 6 to 11. Special for summer wear. Sale price **\$3.45**

Men's solid leather work Boots, made by Greb; no toe-cap in black; and toe-caps in brown; nearly all sizes. Regular price \$6.75. Sale price **\$4.95**

All High Grade Stock

Men's best quality dress Boots; 42 pairs in the lot; not all sizes. Regular values to \$9.50. Sale price **\$5.75**

Men's brown army grain leather work Boot; sewed and screwed double soles to heel; all sizes. Regular price \$6.50. Sale price **\$4.35**

NUMEROUS OTHER LINES OFFERED AT BIG REDUCTIONS

WOODS' SHOE STORE

P O. BOX 516

PHONE 92



SEND YOUR MAIL ORDERS WE PAY THE POSTAGE

Ladies' Shoes

Ladies' grey suede one-strap Pumps. Harritt make. Regular price, \$13.50. Nearly all sizes and widths. Sale price **\$8.45**

Big Stock To Be Cleared

Ladies' brown calf strap and buckle Shoes. Regular price, \$7.50. Not all sizes. Sale price **\$2.95**

Ladies' Pumps and Oxfords; dozens of pairs. Regular prices, \$8, \$9 and \$11. Nearly all sizes. Sale price **\$3.85**

Ladies' patent brown calf, black and brown suede one-strap Pumps, military heels. Regular price \$7.50. Not all sizes. Sale price **\$5.30**

Ladies' patent brown calf, black and brown suede one-strap Pumps, military heels. Regular price \$7.50. Not all sizes. Sale price **\$5.30**

Buy Now and Save \$ \$ \$

Ladies' brown canvas Boots with rubber soles and heels; leather non-perispori insoles. Reg. price, \$3.70. Sale price **\$2.20**

Ladies' black calf and kid two-strap Pump; military heels; all sizes. Regular price \$4.75. Sale price **\$3.95**

Ladies' brown calf "Classic" Oxfords. Not all sizes. Regular price, \$7.50 and \$9.00. Sale price **\$4.95**

Ladies' patent, and brown kid two-strap Pumps; baby Louis heels. Regular price, \$8.50. Nearly all sizes. Sale price **\$6.95**

Ladies' patent, and brown kid two-strap Pumps; baby Louis heels. Regular price, \$8.50. Nearly all sizes. Sale price **\$6.95**

ALL MAIL ORDERS PROMPTLY ATTENDED TO — SEND MONEY ORDERS WITH ORDER

GOING AWAY NORTH

If even half the things people say about Wilsons' Shoes could be printed it would sound like a cheap advertisement. During this National Shoe Week, we've heard more flattering remarks than we ever remember. One gentleman going away North purchased a couple of pairs of shoes and remarked that he'd never known real foot comfort until he started dealing here. "And I think," he said, "it's only fair to tell you, your shoes are the

They Don't Talk You Over

Spite of all the supposed bargains available, Wilson finds people enquire for good shoes. They're getting tired of the cheap price ticket. It's far better to get shoes at Wilsons' than'll fit you right and give you real comfort than to imagine you are saving money at bargain sales. Another good

It's A Good Time to Buy Shoes

Yes, it's an opportunity once in a long while. Every shoe dealer throughout the Dominion is sure with eagerness to give of his best. This is Canada's National Shoe Week, Wilsons' reputation for good shoes and his perfect fitting service have earned him a foremost place in the trade and

Everybody'll Be Thinking of Shoes

Nearly every shoe store in town will have blazing announcements. Windows will be plastered with startling statements and there'll be many wonderful displays of shoes. Next week is Canada's First National Shoe Week. Aye, and there'll be so many attractive things you'll begin to wonder who's who, but when you see Wilsons' windows you'll come in. You'll remember things people have said about him and his salesmen — how they understand perfectly the correct fitting of feet and that shoes bought at Wilsons' are good shoes. You can't judge a horse by its harness nor a shoe by the laces, but you can trust Wilson all the time. And, say, the price'll never worry you, for you'll get comfort and something that'll please you for a long time. "Truth needs no flowers of spe" "Yours for better shoes."

Tom Wells

Wilson's Twin Shoe Stores
157-159 Hastings Street West

Benefits of Association

What the N.S.R.A. Does and Can Mean to the Shoe Trade of Canada

ABOUT four years ago the National Shoe Retailers' Association of Canada was formed, to work in the interest of the retail shoe dealers of Canada in every possible way. Incidentally, the Shoe and Leather Journal had a great deal to do with the formation of the Association, and has stood behind it since its organization.

During the first two or three years it was found that the work of the organization fell heavily on the shoulders of a small group of retailers, and during that time conditions in the trade have been such that his own business requires the constant attention of every shoe retailer. Nevertheless, whatever came up was handled in a thorough and workmanlike manner, and in the best interests of the trade.

Leaders in the trade from coast to coast have backed the organization, realizing that while the problems directly in view might not be numerous, there was necessity for a body which could represent the whole retail trade whenever occasion arose. Complaints have been heard, and always will be heard. Some dealers have not yet realized what an association can do for them, and by hanging back help of themselves to weaken the possible power of the association.

During the past year the suggestion was made that much would be gained by tying up with the Retail Merchants' Association of Canada, and negotiations to that end were instituted. To date they have not been consummated, largely because the executive of the National Shoe Retailers' Association, being convinced that the affiliation of such a body as theirs, financially prosperous, and with a large and influential membership, deserved consideration, made certain stipulations which have not been met as yet.

Whether the union is completed or not, the N.S.R.A. will and can continue to function as the representative of the retail shoe trade of Canada.

It is interesting to note that in the course of the negotiations, when the story of the N.S.R.A. was told to the sections of the Retail Merchants' Association, there were enumerated some of the things accomplished and planned by the N.S.R.A. These were as follows:—

Some of the Things that have been Accomplished by the Organization of Retail Shoe Dealers for the Improvement of the Trade.

- (1) We secured satisfactory results in conferring with a Joint Committee of the trade from the United States and Canada, which included representatives from the Hosiery and Dress Goods sections of trade on styles and colours, so as to eliminate, if possible, the flood of styles and colours which threaten to demoralize the shoe industry.
- (2) Instituted a National Shoe Week at

certain periods of the year to collectively advertise and bring before the public shoe quality and styles.

- (3) A united protest was made by the combined allied leather trades, which prevented an increase in express rates regarding leather goods.
- (4) Had the weight of all cases in which shoes are sent by express marked on the cases.
- (5) Arranged with the manufacturers to discontinue charging for packing cases.
- (6) United our efforts with our fellow retail merchants and succeeded in having the Luxury Tax removed from boots and shoes.
- (7) United our efforts with our fellow retail merchants and succeeded in preventing the operations of the Board of Commerce from fixing prices at which we should sell footwear, irrespective of our overhead expenses.
- (8) Appeared before the Agricultural Committee of the House of Commons, and defended the Retail Shoe Dealers against an unfair charge that was made against them by an Insurance Agent who appeared before the Committee and charged the retail dealers with extortion.

Some of the Things that are now Being Undertaken to Directly Improve the Retail Shoe Trade.

- (1) The preparation of a fair trading policy between manufacturers, wholesalers and retailers, which will include, among other matters, the following:—
 - (a) That those who are engaged in manufacturing and wholesaling and who sell to the retail trade should confine their sales to the trade and not sell directly to our customers.
 - (b) That we jointly discourage all selling methods that have a tendency to demoralize and discredit the legitimate retail trade.
 - (c) That the goods of those manufacturers and those who sell them at wholesale, and which are sold to the retail trade at all sorts of discounts, varying from ten to forty per cent., should, in our opinion, be made known to the retail trade so that they will know the character of the opposition they have to face.
 - (d) That all footwear that is fraudulently stamped or marked should be made known to the trade.
 - (e) That those manufacturers and wholesalers who make it a practice to supply those persons who occupy temporary premises for certain periods, and who sell boots and shoes in all sorts of illegitimate ways, should be made known to the legitimate Boot and Shoe trade.

The above subjects directly affect the Retail Boot and Shoe Dealers, and are in addition to the many other important matters that are being constantly dealt with, and which are of great benefit to every retail merchant in Canada.

Time Now to Display Larrigans and Shoepacks

These are Seasonable goods which Require Little Pushing to Move, but Which Must be Advertised so that Prospective Customers Will Know Where They are to be Found

IT probably never occurred to the Indian that he could make much better covering for his feet than a pair of moccasins made from the hide of a good buck deer, tanned in his own crude way by his own camp fire. There are no records to show that "Poor Lo" ever added a little bear grease to make his moccasins waterproof. A little grease of any kind would have improved his footwear considerably. Of course, as the Indian tanned a hide considerable grease was left on the inner side and so helped to keep the water out, but compare this crude foot covering with the modern shoepack or larrigan. The white man has actually beaten the Indian at his own game. The modern shoepack or larrigan with its comfortable fitting qualities, and its bone-dry features, is as far ahead of the Red Man's moccasin as a repeating rifle is ahead of a bow and arrow.

Not alone in the matter of waterproofing and fit



Cut by Courtesy of Palmer McLellan

is the modern shoepack or larrigan ahead of the Indian's moccasin, but the former have been made of thicker leather, which defies snags and sharp stones. A flexible, though hard and durable sole is sometimes added to make travel over rough places easier on the feet. Walking over sharp stones in the soft one-ply

sole must have been more or less a torture. The larrigan or shoepack is comfortable on any kind of road and in any kind of weather. With a pair of the high top kind on his feet the hunter or woodsman can wade knee deep in bogs, snow or slush with perfect comfort, and when the trail is hard and rough the roomy, comfortable larrigans, over two or three pairs of heavy socks, will provide a cushion sole that will take the traveller over with the maximum of comfort and the minimum of fatigue.

Many of these comfortable wearables for the feet are being sold now, as there are every fall, to hunters. There is no footwear which suits so admirably for this purpose. The man who goes to the woods equipped with larrigans or shoepacks will avoid the discomfort and dangers attendant upon wet feet.

The lumberman knows all about the shoepack and its close relative the larrigan. He knows that he cannot get along without them in the bush, and he is apt to buy not one pair, but two pairs for the winter. In fact they are such a staple article of wear among the lumbermen that the various camps stock them in their "Vans" so that the men may have a new pair when they want them.

Camps are now being outfitted for the winter's work and the shoepack and larrigan are again in demand. It is time for the retailer to display his stock. Not all stores handle this line of goods, and so the store which does stock them must advertise where they are to be found and the different styles carried.

A few pairs of each kind of these goods on a bench at the door will, no doubt, help the sale, but they should be displayed better than this. Hang them around the store wherever they can be hung. Put up a few price tickets, window cards and mottoes directing attention to the desirability of these things and their usefulness.

Of late years the sale of boys' larrigans has increased greatly. The boys and young men, as well as young ladies, have found the larrigan a very comfortable and useful thing for tobogganing and snowshoeing. They are comfortable, warm and waterproof and really do the feet good as a change from the stiff cells of everyday wear.

Then there is the farm boot or summer pack, a more useful shoe than any of its predecessors for the farmer. It is softer than the leather in ordinary heavy boots and more waterproof, lighter and is generally cheaper. The summer pack requires little care and can be used for any purpose about the farm. It is becoming more popular every year.

Larrigans and shoepacks may be had, as may be seen by the accompanying illustration, in short, medium or knee length, with or without the heel and sole. That is they come in the same style as moccasins and in the style of boots. In some cases the sole runs right through to the heel, and in others it is like a half-sole. In all styles the leather in the uppers is soft and pliable and can be laced snugly around the ankle or leg.

Besides lumbermen, farmers and hunters, shoepacks and larrigans are bought and used by trappers, bushrangers, firerangers, surveyors, explorers, miners, fishermen and almost all other out-door workers. Taking all these classes of the population into consideration they represent a large number of people, and therefore provide a large field for this line of footwear. The buying season has just started; get your share of the business.



Onyx — Archgrip — Georgina
"Grips the Arch"

IN-STOCK



Brown Brogue Oxford

5728—Brown Thistle Calf Brogue Oxford

Last 54 Widths B.C.D.

Sizes 3 to 9—\$5.25

Terms—Net 30 days

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

Show Cards for December Selling

IT is practically impossible to separate December selling from Christmas. As early as the first of the month people begin to think of their holiday buying and all live merchants will be prepared by that date to show Christmas goods.

The time has long gone past when only flimsy articles were given for Christmas gifts. People have become accustomed to giving presents that are useful in every day life. This is profitable for the shoe merchants, for now, instead of selling only a few very fancy slippers, every department of the store will be called on to supply the demand for the holiday trade. No dealer should feel that because Christmas trade automatically stimulates or increases business there is no need for advertising or extra effort. Shoe dealers in particular will need to do a little educational work in the way of suggesting that their lines make suitable and pleasing gifts for all the members of the family.

Window displays should be well thought out and as a Christmas window affords plenty of scope for decorating there should be little trouble in having attractive and business-getting displays. The emblems, evergreens, holly, old Santa, frost and snow effects, all lend themselves to making trims that are bound to attract attention. Then in addition to these there should be some attractive cards to complete the displays.

The samples presented with this article are simple designs that make very attractive effects. The card with the candle is an illustration of simplicity in design. The panel is made from a piece of dark card and may be cut out and pasted on to the white

card or the white card may be cut out and the dark card pasted at the back. Either way will have the same effect. It may be easier to cut out the dark piece and paste it on to the white card. The candle will look stronger if a black ground is made behind it but the present effect answers nicely. The streaks from the blaze are very conventional and if made in yellow and red will look very strong and attractive. The blaze should be in yellow. The lettering is in white and shaded with black. This is a card for general use or a display that will include various lines.

The "Holiday Offerings" card is very easy to make. The flowers are conventional and the leaves and stocks should be in green and the flower part may be in white or red. If the little bird is made with dark blue on the back shaded down to white on the breast it will stand out well. Or a red breast will look well. The lettering may be red or black.

The "Useful Gifts" card is one with a suggestion in it. It may be used on displays either in the window or in the store. Or it may be placed in some convenient spot in the store just as a decoration and at the same time will be a reminder of the fact that you have gifts for the whole family. The large letters will show well if done in bright red. The sample is in red and shaded on the top and right sides of each stroke with black. The small letters should be in black or red. The border and ornament will be best if done in a subdued color like grey or pale blue.

It will be in keeping with the season if a greeting card is used. The "Merry Christmas" card is for this purpose. It may be displayed either in the store or in the window or better still two or more should be made and placed both in the store and in the window. The small letters will look well done in black and the large ones in red. The sample is in red and shaded with pale green and tipped with black. The scroll and border are in pale green the same as the shading of the letters.



Buying Now

from the Huron Glove Company's Lines of
Moccasins, Indian Slippers, etc. means

Fall and Winter Profits



"HURON CHIEF" CAPTURES THE TRADE

"Huron Chief" Brand Moccasins are so well made, from such good material, that in both fit and wear you can **DEPEND** on them to satisfy and hold the trade of the most particular moccasin wearers. Showing a complete range of Moccasins in **JACK BUCK, ELK and HORSE HIDE.**

INDIAN SLIPPERS—DAINTY and COMFORTABLE

Made in patterns of outstanding beauty—superior workmanship
in every line. The ideal footwear for Holiday Gift purposes.

Order from our complete lines now

Holt, Renfrew & Co. Limited

Quebec

Announcement

We are pleased to announce to the trade the establishing of our
new shoe manufacturing concern, known as

The Jos. Lacasse Shoe Co., Limited

making a complete line of

Women's, Misses' and Children's McKays

Operating a splendidly equipped modern plant, and with our
thorough experience in McKay Shoe production, we have every
advantage in turning out a line of McKay footwear of high
quality at a very moderate price.

Good shoemaking, best values and prompt shipments are the
three outstanding features of our policy on which Wholesalers
can rely for the utmost satisfaction and maximum profit in
handling our lines.

**SEE OUR COMPLETE SAMPLES BEFORE PLACING
YOUR ORDERS**

THE JOS. LACASSE SHOE CO., LIMITED
323 Aird Ave. Montreal

Make The Skating Season Pay

With Samson Hockey Shoes you can make the most possible out of your hockey shoe trade, both in volume of sales and in profit. They are acknowledged Canada's leading hockey shoe line. If your assortment is not complete do not delay ordering.

Our New Women's Lines

in Medium McKays, Imitation Welts and Turns, the product of our new Factory No. 2, are proving exceptionally popular with the trade, and are filling a big need for shoes of dependable quality, and appealing style at a moderate price.



A complete line of McKays

A leading line of Heavy Staples

Unequaled Hockey & Football Boots

J. E. Samson, Enr.

20 Arago St.

QUEBEC.

THE **PEARSON** SHOE CO. LTD.

The House Giving Personal Attention

WHY?

The Social Season

Parties, pink teas and dances are in order now, and dress shoes much in demand. We have a choice range of Satins, Suedes and Patents.

Every salesman has a personal interest in the Pearson Shoe Co., and therefore, has a greater desire to please his customers than the mere process of selling shoes. A Pearson salesman has his customer's welfare at heart because his own interests lie in the success of the customer's.

The H. W. Pearson Shoe Co., Limited

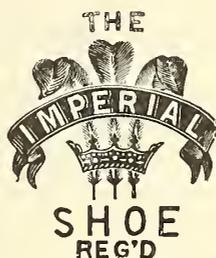
84 Wellington St., West, TORONTO

J. A. McLAREN COMPANY LIMITED

“Imperial” Shoes

For Men

Snappy and dressy lasts that appeal to the man who likes to have his feet well shod are to be found in plenty among “Imperial” oxfords and high cuts for both immediate and spring trade.



For Women

For street wear, or evening wear, there is an “Imperial” oxford or strap slipper with cuban, Louis or low heels in all leathers and combinations. Nothing so comfortable as an oxford or so dainty as a slipper.

LADIES' BLACK SATIN SLIPPERS

In latest styles and newest lasts. In stock for immediate shipment.

“Little Canadian's” for Misses & Children

Parents everywhere buy this shoe for their kiddies, because it is comfortable, durable, and offers fair value for the cost price. Sell the parent the first pair and the child will insist that it has the same again next time. A shoe that's easy to sell, and gives great satisfaction to the wearer.

Oil Tan Shoepacks

Moose Mocassin wool lined sheep sox.

Winter with its cold and snow will send the outdoor worker to your store seeking the comfort of this seasonable footwear.

Hockey Boots

Skating and Hockey season is here, reach out and get the skaters' trade with our high grade line of dependable hockey boots. Built to please the wearer and pay you a profit.

“Superior” Felts

Lumberman's knit and felt sox. These lines need no great line of talk to sell them. They sell themselves on their own merits of quality.

House Slippers

English Felt slippers, Boudoir slippers, leather slippers, slippers for men, women and children. Our slipper department will solve your slipper problem, and satisfy your customers.

Independent Rubbers

“Kant Krack” heavy lumberman's rubbers which stand up against the roughest of wear and “Dainty Mode” fine rubber footwear, which fit perfectly and give the wearer comfort and satisfaction.

Our stocks of all winter lines are large and well assorted, and prompt shipment can be made.

J. A. McLaren Company Limited
30 FRONT STREET, W. TORONTO

IN THE MARKET PLACE.

(Continued from page 24)

Most of the manufacturers report orders still light on Spring lines. Travelers are finding both wholesalers and retailers still in the waiting mood in regard to buying. As most of the buying that is being done is for quick delivery, those factories that are prepared to give immediate shipment are the busiest. In some quarters prices seem to be a little weaker.

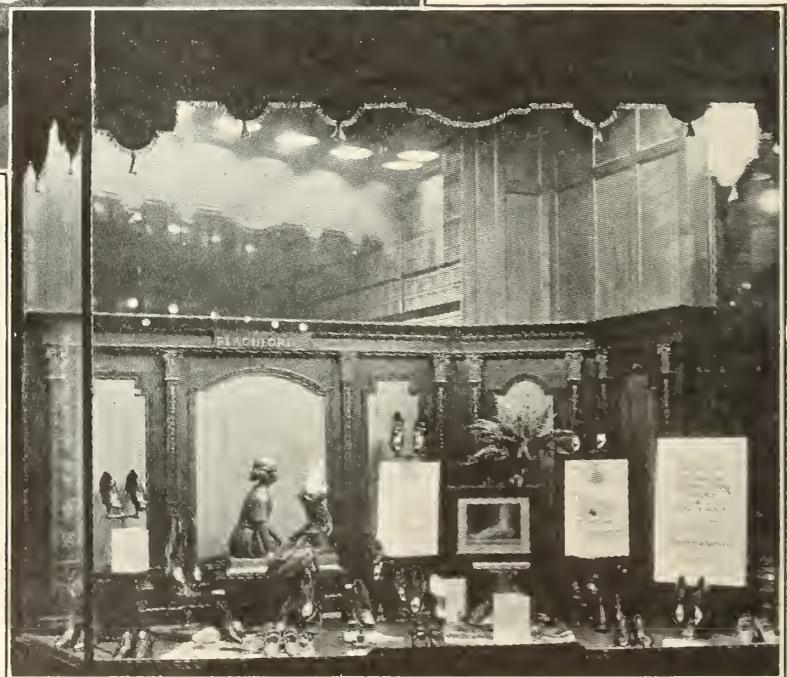
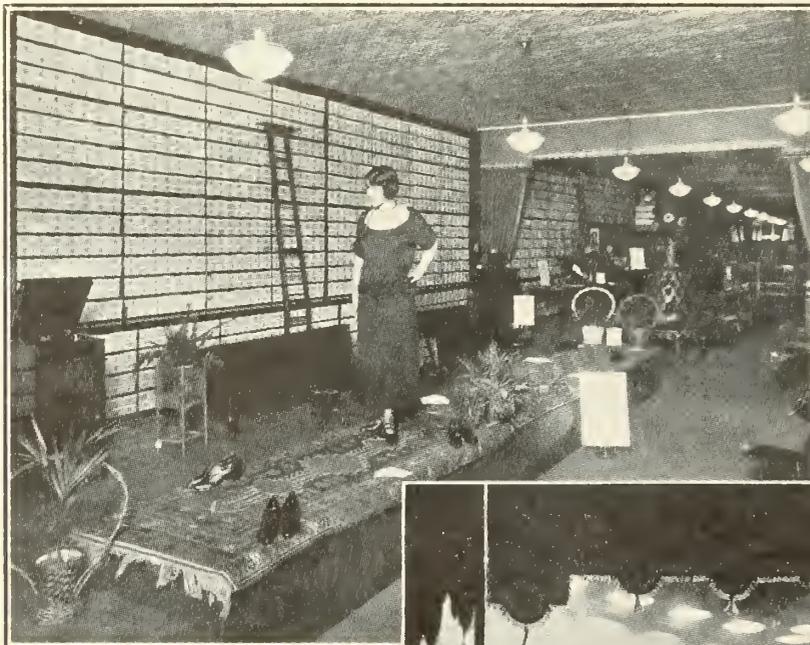
That manufacturers have every confidence in the continued vogue of strap effects is evidenced by the many attractive strap creations appearing in the new samples. The expectation seems to be that patent and satin will dominate the demand in the lighter lines, and some are doubtful about the popularity of the bright colors being as strong next season. While a greater partiality to plainer patterns seems likely, in preparing for this condition manufacturers are still being guided by the fact that anything that is pretty will sell.

Leather men see little change in conditions, either as regards raw material or in connection with shoe manufacturing, to indicate any very great immediate change in the leather situation. Manufacturers are keeping their buying for the most part

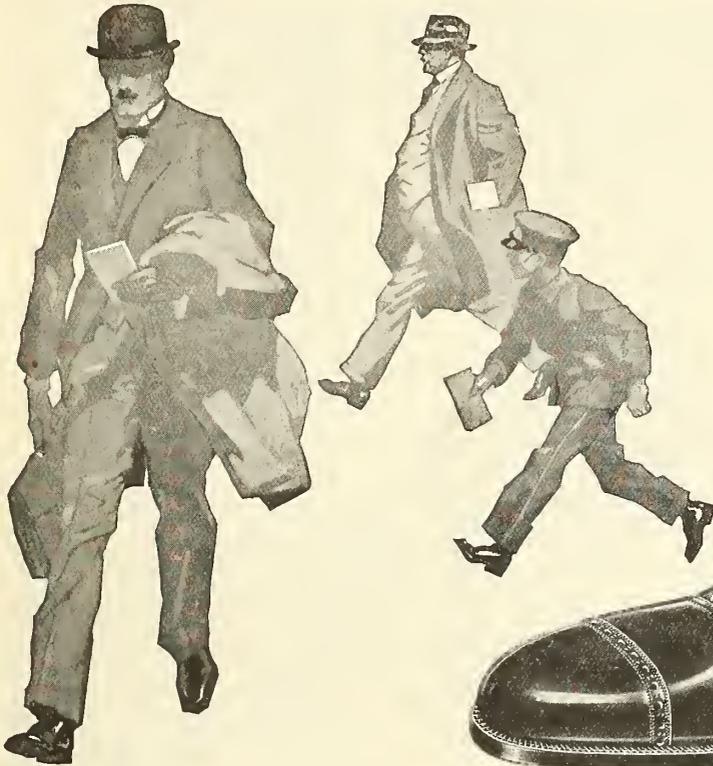
well within their immediate needs, and the price demands continuing at a low level, leather selling remains rather unsettled, in upper leathers the side leather market showing perhaps the most life. But with the Winter months stimulating the demand for shoes of the better grade, increased selling in the higher quality calf leathers is looked for. A considerable amount of patent is being supplied. The sole leather market, although demands for low prices are strong, is holding its own, and a fair amount of selling is being done.

WILSON, CANHAM & CO.

Messrs. Wilson & Canham, Limited, of Toronto, dealers in hides, skins, wool, and pelts announce that the business of the company in Canada and New Zealand (with the exception of the Fellmongery in Auckland) has been acquired by Mr. R. B. McComus and will be carried on by him under the name of Wilson, Canham & Co. Mr. McComus has carried on business in Australia in wool sheepskins, hides, and in all Australian produce for many years under the name of Wm. Haughton & Co., and the business of Wilson, Canham & Co., will be conducted in close conjunction with that of Wm. Haughton & Co.



Window Display and Model Showing Tarsal-Ease Shoes at H. & C. Blachford, Ltd., Toronto



*It's An All-Year
Profit Maker*



*and it keeps on making
profits year after year*

The Arch Preserver Shoe for men is a steady profit-maker, because

---the growing number of Arch Preserver enthusiasts wear no other shoe

---every Arch Preserver Shoe enthusiast can be counted on to sell a number of pairs to friends.

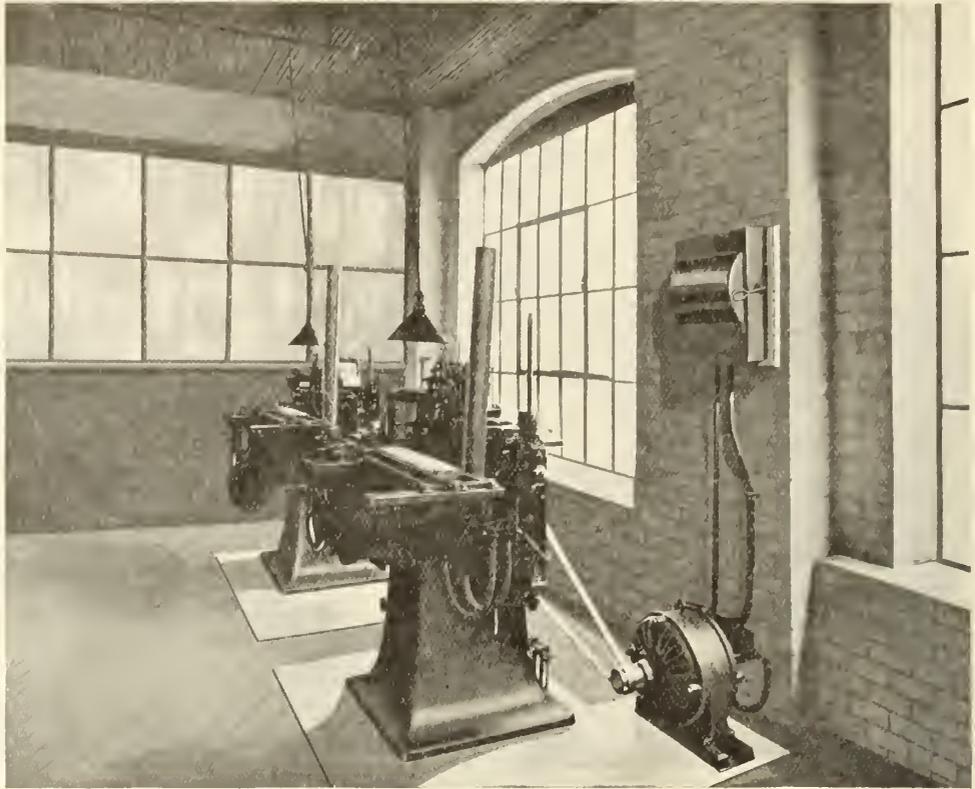
The Arch Preserver Shoe, because of its revolutionary features in shoe construction, and its logical appeal to men, has inspired the declaration "The biggest thing in the shoe world to-day". Its success it should be noted, has been due not so much to any one single feature of construction as to all its exclusive patented features combined.

*Made by us under special license from
E. T. Wright & Co., Inc., Rockland, Mass.*

"Keeps Good Feet Good"

The Talbot Shoe Co. Ltd.

St. Thomas, Ont.



MONOTYPE CASTER ROOM

Here is seen the Monotype caster room. Machine set type means new type in every printing job; no old, battered up type.

Acton Activities

Being No. 6 in the Series

THE Acton Monotype Caster room, in keeping with the high standards set by the other departments, is efficiently operated.

Machine set type means that new type is used in every job, which of course assures a bright and clean cut appearance to your letterheads, box labels, circulars, envelopes, personal cards, order forms, price lists, catalogues, etc.

The Acton method of better class printing gives the printed matter an air of distinction, that reflects the quality of the house it represents.



Sell by the Printed Word

FOURTH SEMI-ANNUAL EXAMINATION

For Retail Shoe Merchants and Shoe Salesmen

A Practical Test of Efficiency in Salesmanship open to all who sell Boots and Shoes. These are problems you may have to meet any day.

WHAT WOULD YOU DO?

EXAMINATION QUESTIONS.

1. If a customer brings in a pair of shoes purchased a week or two previously with the soles badly burned, claiming they were never near the fire and requesting another pair in exchange, what would you do?
2. If a customer pays a deposit on a pair of shoes and, in a day or so, when paying the balance claims the price quoted originally was a dollar less than that asked in settlement what would you do?
3. If a woman brings back a pair of grey buck shoes with grease spots on vamp, claiming they developed in the leather, how would you handle the matter?
4. You have a male customer who is fairly well to do and he insists on buying the same shoes every six months or so, how would you proceed to get him to enlarge his shoe ideals and needs?
5. When a customer is inclined to talk politics and is on the other side of the fence from you politically, how would you handle him so as to make the most out of this propensity?
6. How would you handle a woman who comes in to buy a certain shoe that she has seen on someone else—say a cross strap—and you have something you think will suit her better or as well?
7. If you have a fairly good range of style shoes what is the best way to side track people who come in asking for fads that your judgment has led you to pass up in buying?
8. When a customer says she saw the same shoe you are showing her in a departmental store catalogue at a dollar less, how do you handle her?
9. When a customer brings in a shoe for exchange that was bought at another store how do you meet the situation (a) if you have the same line in stock (b) if you have not?
10. When a man insists on a pair of light side leather shoes when you know that a good solidly made grain shoe will give him better service and satisfaction what course do you take?

CASH PRIZES.

<i>Highest Marks</i>	\$25.00
<i>Second Highest Marks</i>	\$15.00
<i>Third Highest Marks</i>	\$10.00

PASS WITH HONORS

All who get over 50 per cent. of the possible 100 marks will be given honors, with which will be included a year's subscription to the JOURNAL.

OPEN TO ALL

While this competition is intended to encourage clerks to take an interest in salesmanship, it is open to proprietors as well as clerks, and whether they are subscribers to the SHOE and LEATHER JOURNAL or not. Marks will be given for practical ideas rather than for literary skill. It is the ideas that count. Never mind your style.

COMPETITION CLOSSES DECEMBER 1st.

Competition will close Dec. 1st., and awards announced Dec. 15th. The Committee of Award will be three—two retailers and the Editor of the SHOE and LEATHER JOURNAL. Address all papers to:—

Salesmanship Department,
SHOE AND LEATHER JOURNAL,
545 King Street, West, TORONTO.

Columbus

Rubbers



Are You Ready?

Start the Rubber Selling Season with a complete assortment of COLUMBUS RUBBERS.

The wide range meets every demand. The styles are the very latest and most popular. The workmanship is the standard for quality in rubber footwear and means the utmost in value and service.

Columbus distributing service covers Canada and enables every merchant to get immediate shipment on sorting orders large or small. Order your needed lines now.



THE COLUMBUS RUBBER CO., OF MONTREAL, LIMITED

Branches At

Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.

Sales Agencies:

Wm. Cook Shoe Co..... Moncton, N.B.
 Fleetwood Footwear Ltd..... St. John, N.B.
 Poliquin & Darveau..... Quebec, Que.
 Louis McNulty..... St. John's, Que.
 S. Marantz..... Winnipeg, Man.



Wholesale Distributors Ltd.....Winnipeg, Man.
 Tree Spriggs Co. Ltd.....Winnipeg, Man.
 W. A. Law Footwear Co. Ltd.....Winnipeg, Man.
 Shaw Brothers.....Edmonton, Alta.
 Anderson & MacDonald.....Vancouver, B.C.

Among The Shoe Men



Mr. James Stroud has removed his shoemaking establishment to the Woods' building in Trenton, N.S.

Mr. F. Kissner has opened a shoe store in Kingsville, Ontario.

Messrs. Leonard Bros., of Quebec, have announced the opening of their enlarged and renovated premises.

Mr. T. Hazelton will open a modern shoe store in Gananoque, Ontario.

Mr. J. E. Pare of the Gosselin Shoe Co., Quebec, spent a few days in Montreal recently.

Mr. C. Roy Teetzal has opened a new shoe store at 83 Bank St., Ottawa.

Mr. McKee, of McKee & Sons, retailers of Port Perry, was a recent Toronto visitor.

Mr. Geo. Robinson of Geo. Robinson, Limited, Montreal, was a recent visitor to Quebec on business.

Mr. Len Hutchison, of the Toronto branch of the Kaufman Rubber Co. Ltd., spent the week-end in Kitchener.

The address of the Montreal Office of the Globe Shoe, Limited, of Terrebonne, Que., is now 72 St. Gabriel St., instead of 11 St. James Street as formerly.

Mr. Charles H. Denton disposed of a \$40,000 issue of Norfolk Shoe Company bonds in less than five days to local citizens in Tillsonburg.

Mr. Frechette, of Canadian Footwear Ltd., Montreal, recently displayed his samples to his Ontario customers at Toronto.

Mr. Harry Mosher has opened an up to date shoe store in the store formerly occupied by De Mont Bros. in Windsor, N.S.

Mr. John Sheehy, superintendent of the John Ritchie Co., Limited, Quebec, visited Montreal on business last week.

Messrs. Geo. D. Ferguson & Co., of Teeswater, who intended to locate in new premises, have reopened at the old stand with complete new stocks.

The Miner Shoe Co., of Montreal, suffered damage by smoke and water during a recent fire in their locality.

Mr. J. H. Scully, manager of the Montreal Branch of the New Castle Leather Co., made a recent trip to New York.

Mr. Wilcox, of James Whimster shoe store, Aurora, is seriously ill, being laid up with heart trouble.

A fire occurred on Monday, Nov. 12th., in the shoe manufacturing plant of J. A. Desautels, Papi-neau Ave., Montreal. Damage to the extent of about \$10,000 was done to the plant and stock.

Mr. J. W. Carey will continue his boot and shoe business at the old stand on George Street, Peterboro, having purchased Mr. William Ingram's interests.

Geo. A. Wilkinson, Windsor, Ontario, has made extensive alterations to his establishment. A sporting goods department has been opened on the fourth floor which will give this line more space for display and allow the shoe department on the main floor to

be further developed.

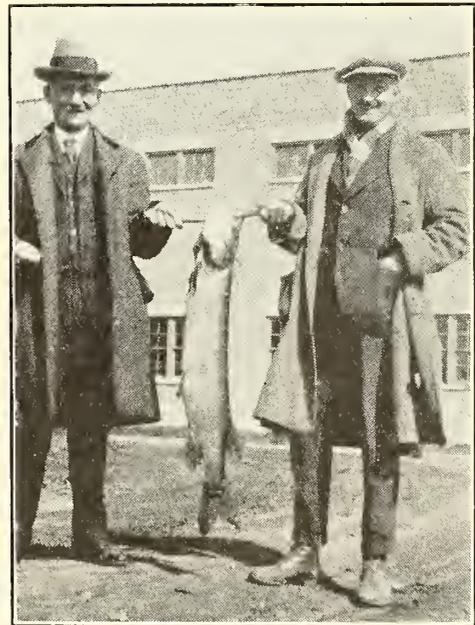
Mr. Christian E. Huehn, who up until last May held the post of office manager and head accountant for the Breithaupt Leather Co. Ltd., of Kitchener, died suddenly early in November. Mr. Huehn served the Breithaupt firm for some 35 years, starting with them as an office boy, resigning his position last May in the interests of his health.

Mr. Oliver Tetrault of the Tetrault Shoe Manufacturing Co., Limited, Mr. R. M. Fraser of the Breithaupt Leather Co., Limited, Mr. Harry Lincoln of McDowell & Lincoln, Limited, Kitchener, Ont., Mr. Bert Parker of Parker Irwin, Limited, and Mr. Arthur Berthiaume, have returned from a very successful hunting trip to Lake Labelle in the Laurentian Mountains. With this team of well known sportsmen doing their deadly work, there will be little game left for hunting parties who follow in the trail of the Big Five.

A NOTE OF SYMPATHY.

The many friends of Mr. C. E. Smith, well known shoe retailer of Peterboro, Ontario, will join us in an expression of deepest sympathy to Mr. and Mrs. Smith on their recent bereavement, through the death of their only child, Margaret Louise, aged 2 years and 9 months.

SOME FISHERMEN!



The above picture shows a 17½ lb. lunge measuring 41 ins., caught by Mr. Merner of the Hamburg Felt Boot Co., and Mr. Louis Breithaupt, of the Breithaupt Leather Co., Kitchener. The fish in question was caught in the river at Hastings, and seems to prove that good fish as well as good leather comes from Hastings.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST. 1915

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

Largest Shoe Factory Supply House In Canada

MAIN OFFICE:

154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH:

77 ONTARIO ST. S.
KITCHENER, ONT.

BRANCH:

563 ST. VALIER STREET
QUEBEC



MOCCASIN TIP AND PANTS CREASE EFFECTS

are very popular in the States!

These effects are produced quickly and economically on two needle or three needle

PURITAN WAX THREAD MACHINES

THE "MOCCASIN TIP" is made on two needle machine, with or without cord.

THE "PANTS CREASE" is made on either two needle or three needle machine.

We will gladly show you samples of work and quote prices on new or rebuilt machines, or for changing your machine for either class of work.

ARE YOU TAKING FULL ADVANTAGE OF OUR MACHINE SERVICE?

We are Canadian agents for:

THE LOUIS G. FREEMAN CO.
MARKEM MACHINE CO.
PURITAN MANUF'G CO.

And we KNOW their machines and what they will do.

We can show you the way to better work.

Remember! When you buy a machine from us you get more than just a machine, you get SERVICE!

McDowell & Lincoln Limited

Formerly International Supply Co.

Main Office

154 Notre Dame St., W. Montreal

Branches

37 Foundry St., W. 566 St. Valier St.
KITCHENER, ONT. QUEBEC

Established 1915

THE JOS. LACASSE SHOE COMPANY, LIMITED.

A notable addition to the shoe industry has recently been made in the establishing of the Jos. Lacasse Shoe Co., Limited, 323 Aird Ave., Montreal.

The new company, organized by Mr. Jos. Lacasse and operating under his personal direction, occupies a plant of modern equipment and facilities, with a capacity of over seven hundred pairs per day. The firm's output will comprise a complete line of Women's, Misses' and Children's McKays, made in a full range of leathers, and it will be the policy of the Company to offer high quality shoemaking with popular style at a medium price. One of their specialties will be a superior line of Cushion Sole Shoes.

As part of the outfitting of their new plant, the Company have bought the machinery, dies and entire equipment of the Reliable Shoe Co., and will manufacture the lines formerly made by this firm.



Mr. Jos. Lacasse, head of the firm, is a very successful shoe man, and one well known to the trade in general, with wide experience in shoe manufacturing. He was for years connected with the St. Henry Shoe Co., and afterwards became manager of the Reliable Shoe Co., and his career will no doubt be marked with further success in his new venture.

The company is now operating, and is in a position to make prompt shipments and quote very favorable prices to the Wholesale Trade.

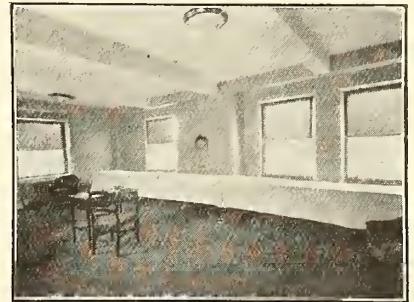
Mr. John Myles, manager of the Columbus Rubber Co., of Montreal, Limited, spent some time in Ottawa lately.

As Comfortable As A Good Shoe

Make The MOUNT ROYAL Your Home During Convention Week



Two Views
Of A
Comfortable
Sample Room



150 Luxurious SAMPLE ROOMS
each with alcove bedroom and private bath

Size	Number Available	Lighting	Price
18 x 20 ft	60	2 five foot windows	\$4.50
18 x 24 ft	60	3 or 4 five foot windows	\$5.50
18 x 32 ft	30	5 five foot windows	\$6.50

Mount Royal Hotel

MONTREAL

VERNON G. CARDY, Manager

Direction: United Hotels Company of America.

Largest Manufacturers
in the World of
Black Glazed Kid



Surpass Leather Co.

FACTORY Philadelphia, Pa. SALES OFFICES Philadelphia
New York Chicago St. Louis London
Cincinnati SURPASS LEATHER CORPORATION, Boston, Mass.
BOTH & COMPANY (London) Ltd., London, Eng.



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. Inc.

New York

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

Turn Into Money

Your slow and doubtful book accounts.
Hand them to the Collection Department
of The Mercantile Agency.

R. G. Dun & Co., 38 King St. W.
TORONTO

The Collection Service, which has been
proved most satisfactory by all users of it, is

OVER 70 YEARS' RECORD OF EFFICIENCY

WHAT A SALESMAN SHOULD KNOW.

A retail shoe salesman to give a real service to customers and to build prestige for the store should have a thorough knowledge of the shoe and leather trade in all its branches.

The alert salesman should have a sound knowledge of all stocks on hand, the plan of grouping styles and materials, the location of each line in the shelves or in the stock room. He should know how each shoe is made, what it is made over, and who made it, and above all he should have the price question down to a fine art. The salesman with a punch should know all about styles, where they originated and why, how it will fit various types of feet, its comfort and appearance. How and when the shoe should be worn and how long it will wear, are a few points among many that he should know. All salesmen know that the human foot is a very delicate piece of mechanism, and the salesman who has a comprehensive knowledge of the important workings and uses of the foot, will be better able to give his customers a correct and comfortable fit.

The tactful and diplomatic salesman should be sincere and confident. He should at all times be agreeable to customers and make them feel at home in the store. The ideal salesman should have health and good appearance, and a sound understanding as related to handling customers in the store. He should be polite and courteous at all times, and endeavor to realize the responsibilities of his job.

The salesman who has a thorough knowledge of his merchandise, should have no great trouble in conveying his story to the customer in the plainest possible manner. He cannot afford to be sullen or

discourteous and at all times should be a fountain bubbling over with enthusiasm. The present day salesman has to sell shoes, not just wrap them up, and a man who knows the most and knows how to apply it to his daily work is the man who will sell most shoes.

WEDDING OF MR. R. L. BROWN.

The wedding took place recently of Mr. R. L. Brown, the prominent and popular young shoe and findings' wholesaler of Montreal, to Miss M. F. Cummins, of Western Ave., Montreal. Mr. Brown and his bride spent their honeymoon in Ottawa and other Ontario points.

Mr. Brown has made rapid progress in his career in the shoe trade. He first established the Canadian Phillips Co., some six years ago, but about two years ago changed the name of the firm to R. L. Brown, and since then has been carrying on the business under his own name. He is a distributor for the Phillips Co. products of soles and heels, and also handles other well known lines of findings as well as various lines of footwear. In his wide association in the trade he numbers many friends from whom he is receiving hearty congratulations.

DONATES NEW TROPHY.

Mrs. Clarke, mother of the late "Griff" B. Clarke, is donating a new trophy to the T. & Y. winning team to be known as the Griff Clarke Memorial Trophy.

As the A. R. Clarke team usually wins, or is battling for first place in the Toronto and York Industrial Hockey League, they will no doubt make a determined effort to win it this year.

The GAGNON BROTHERS LINE

SUPERIOR INDIAN SLIPPERS

Add These Trade Winners to Your Stock

Jack Buck Moccasins, Horse Hide Moccasins, Indian Slippers, Snowshoes, Canvas Canoes, Paddles, Sweet Hay Baskets, and all kinds of Indian Curiosities.

Our popular productions in Indian Slippers have all the attractiveness of exclusive novelty patterns and all the satisfying qualities of maximum comfort and wear.

*Our Moccasin Lines have the superior trade winning features that boost winter sales.
Your enquiries are respectfully solicited*



GAGNON BROTHERS

LORETTEVILLE

QUEBEC

The Shoe Repair Man

Tell Them What You Can Do

Little things that people don't know, that would bring business if they did—Tell it to 'em.

REPAIRMEN generally throughout the country are pretty well united in their report that the shoe repair business has improved considerably during the past month. It is only natural that it should for now, and the next few months is the repairman's harvest.

Cold winds, snow, slush and sleet tell with painful accuracy the close of summer and the commencement of winter with its own problems to be faced. In Canada we face a winter twice as long as the summer, and it is during this cold season that the repair man should get the bulk of his year's business. Summer trade has been quiet, due largely to the fact that many people are away for that season, and to a habit that people have of not being quite so particular during the warmer months. However that time is gone and it is now the repairman's opportunity to get out and rustle for his share of the trade. He should do everything in his power to stir up business and increase his trade during the next few months.

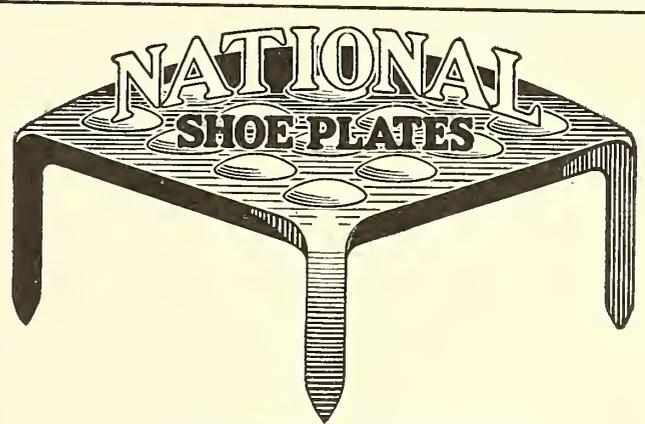
It is indeed a poor household that has not two or three pairs of shoes laying around the house, that with a little repairing would be as good as new, as well as those that are in daily use now but need a new sole and a little stitching. So it is easily seen that the work is there, there for the repairer who goes after it. There are two places that these many pairs of shoes can be repaired—at your shop or your competitor's.

The fall months, in sharp contrast with warmer months, predicting as they do, that the worst is yet to come, cause many people to think of shoe repairing, a process that is conducive to new customers and renewed friendships with the old ones. The people with money and the average family spend money on shoe repairing, but they could be made to spend more if the repairman would only tell them how great his scope in the repair field is. The repairman's brains and skill save money for his customers and the trade has a greater respect from the public now than it had a few years ago. Many people do not give the repair man as much work as they could, because they are not familiar with the almost unlimited possibilities of present day repairing.

Many of them still have in mind the old style cobbling, with its so self evident characteristics, they do not know that their shoes can be made to look like new at one-third the cost of a new pair. That they do not know this is largely due to the repair man's own fault, and it is to his own good that the public should have a comprehensive grasp on the repair man's trade.

As the average repair merchant can not afford to indulge in expensive newspaper advertising, his sole method of educating the public lies in window advertising and in dodgers distributed throughout his own locality. The majority of repair men in their advertising do not tell what they can do, as much as they tell how much better they can do than the next man. These dodgers and window cards should tell of the advantages of shoe repairing, the economy of it, how newly invented machines and processes make it so very easy for a shoe to be repaired and not show it. If the shoe repair associations discussed this style of advertising at their meetings and then decided to use it, the entire trade would mutually benefit from it. Advertising of an educational nature will pay bigger returns than just saying that your prices are lower than the other man's.

Take for instance the possibilities of school children's shoes. School has been going just about two months now, and there are many pairs of shoes in each district that could stand repairing. A circular letter mailed to the parents telling them that months of extra wear could be added to these shoes if they were brought in now would be sure to result in an immediate increase in business. Incidentally you could mention the parents' shoes when they bring their youngsters' shoes to be repaired. In this and many



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day.

Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed 10	one-gross	cartons	in	box
" " 2:	" 10	" "	" "	" "	" "
" " 3:	" 6	" "	" "	" "	" "

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street,
Chicago, Ill.

other little ways the repair man could stabilize his winter trade.

Many mothers are prejudiced against shoe repairing for children because they are afraid that a nailed sole would mark her hardwood floor. Even this argument can be overcome if the repair man will but tell the mother that the children's shoes can be repaired without nails, and it is safe to that the merchant who passes information of this type out to customers is sure to secure the parents' trade as well. When the repairer gets a customer started, it is fairly easy to hold her with real service and all that goes with it.

Health has always been an important talking point. The repair man can always show how a repaired shoe will keep the cold and wet out, thereby warding off colds and in that way saving doctors' and druggists' bills. A repaired shoe is cheaper than visits from a doctor. Pride of appearance both for parents and children is another good advertising feature. No parents want their children to look shabby, neither do they want to look that way themselves, so if the repair man will tell how he can repair shoes to give the appearance of the new with the comfort of the old, he will win the gratitude of his customers as well as their trade. The repair man can save money for his customers, and if he can repair a pair of shoes for a good deal less than a new pair costs, and at the same time do a job that can be honestly called workmanship, there is no reason on earth why his business should not prosper and flourish.

The repairer should go after the children's trade because when he does so, he stands a first rate chance of getting the parents' trade and every little bit added to what he already has makes a little bit more. As we said before newspaper advertising is too expensive and carries so much waste circulation.

Booklets, leaflets, folders, blotters, circular letters, and so forth, are really various forms of direct to the consumer advertising. They are either mailed or delivered. Who is to receive them depends solely on the advertiser. With newspaper advertising, you are unable to keep your message before any one class. While with direct advertising literature, you can limit the recipients to one class, either those who are now customers or prospects, or both if you so desire.

Pleasing copy naturally means variety in your advertising, but it is also possible to get even greater variety by studying the conditions of your town. Don't, when in between seasons' business is a little dull, look at your bank book and say you can't afford to advertise. It is at such times that you can't afford not to advertise, the reason being that in stopping your advertising suddenly, you will quickly drop from public attention, and lose what confidence and prestige you have built up through continual and steady advertising.

The business is there, and it is up to the repair man to go and get it. This can be done by advertising and when once the prospect is turned into a customer the progressive shoe repairer will hold the customer and his trade with a real value, dollar for dollar service.

Among the Shoe Repair Men

Mr. Willie Christie, jr. has bought the E. Myles shoe repairing business on Water Street, Chatham, N.B., next The Gazette Office and is now doing business at that stand.

Mr. John W. McDougall, the popular repair man of New Glasgow, N.S., is up and about again after his recent illness.

The shoe repair shop of Mr. James Pilling, Hamilton was recently broken into.

Mr. Eddie Golt has opened a shoe repair business in the Hop-Wo building, Ashcroft, B.C.

Mr. C. C. Johnson has opened a shoe repair shop in Young, Sask.

Mr. George Basler has purchased from Mr. Harry T. Holman the H. C. Mills property on the South side of Water Street, Summerside, P.E.I. Mr. Basler intends having the building raised and remodelled and will conduct his shoe factory and general repair business there in future.

Speaking on advertising, Mr. Frank H. Revell, of Hamilton, says that a good window display is the best kind of advertisement suited to the repair business.

Mr. R. J. Smith has taken charge of Thomas May's shoe repairing shop on Market Street, St. Catharines.

Messrs. Geo. D. Ferguson & Co., of Teeswater shoe retailers, have added a repair department.

NEXT MEETING IN PARIS.

Mr. W. S. Pettit, of Brantford, reports that it was decided at the regular meeting of the Brantford Shoe Repairers' Association, on Oct. 23, to hold the next regular meeting in Paris, Ont., on Nov. 26. This will give the Paris members an opportunity of attending at least one meeting without coming to Brantford.

VANCOUVER NOTES.

Vandals entering the garage, wantonly cut and destroyed the cushions, upholstery and top of a nearly new Nash car, the property of the Manager of the B. C. Leather and Findings' Co. No motive can be ascribed to such wanton destruction other than it was mistaken for another person's car, who has some connection with the Longshoremen strike here in the city.

The stork has again been visiting. This time the home of Mr. L. Palmer, Provincial representative of the B. C. Leather and Findings' Co. and left a fine son.

Passing on, he made a call at the home of Mr. N. Messere, of New Westminster, and also left a son.

We are pleased to state that Mrs. J. E. Smith, wife of J. E. Smith, North Vancouver, is again home and convalescent after a serious operation and eight weeks in the General Hospital.

Shoe polishes have been known to have been sold in many queer places, but the latest—a well known shoe polish is being sold by a local butcher in the district of Grandview, a suburb of the city.

Quite a few good sports are resident in the coast cities, Mr. G. Booth, of Hornby St., was the winner of two firsts and one second prize in the Airedale class of the Terminal Dog Association Show.

Mr. H. Price and party, spending a few days in the mountains, bagged two bears and two deer while Mr. J. Moir of North Vancouver, secured seven brace of birds in the Fraser Valley.

NEWPORT'S NEW HOME.

Newport Shoe Company in locating in larger quarters in the Ladies' Wear Building, 559 College Street, Toronto, were faced with the problem of moving their plant without dislocating their operations. Mr. William Chamberlain, head of the Company, is now congratulating himself on doing the impossible. Without the loss of a pair, the plant and work people have been transplanted from the old building to the new one.

In the new factory, which covers about ten thousand square feet, on one floor, the company has facilities for producing several times the capacity of the old plant. The building is of unusually high class construction, provides ample room in which to work efficiently, and an abundance of light. The layout of the various departments provides for a minimum loss of motion, and should make for efficiency and economy.

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

ALL SHOE & SLIPPER CLOTHS

PRINTING AND COMBINING THESE CLOTHS WITH RUBBER IS ALSO OUR SPECIALTY

SILKS

SATINS—Plain, Embossed, Printed, Embroidered in exclusive designs.
BROCADES—A vast range of all styles—

METALS

Gold, Silver (Satins, Broches, Shots, Embossed, etc.)

ARTIFICIAL SILKS

A great variety of medium and cheap qualities which command large sales.

CANVAS - DUCKS - POPLINS - CRETONNES

For Tennis and Summer Shoes

CAMEL HAIR CLOTHS - - MOLLETONS

The ANGLO-FRANCO TRADING Co.

Proprietor, D. Boissonnat (French) Manufacturers, Merchants and Finishers

74-78 HARDMAN STREET, MANCHESTER, ENGLAND

Telegrams: Livron, Manchester

Codes, A.B.C. 5th-6th.

CANADIAN AGENT: Mr. F.R. McKechnie, 1 Wellington Street, West, Toronto

BELIEVES IN LOCAL ADVERTISING.

The cut shown here pictures a dodger which Mr. Thomas Grayson, proprietor of the Rapid Shoe Repairing Co., of Hamilton, recently used to stimulate business. Speaking on advertising, Mr. Grayson says in part:—"I think it is up to the individual shoe repairer to do a little advertising in his own neigh-

bourhood as shoe repairing is largely localized. I sent out 5,000 dodgers as illustrated some few weeks ago and from what I know I have received many new customers besides awakening the old ones." Mr. Grayson also reports that business at the present time is an improvement on any previous month of the year.

RUBBER HEELS PUT ON IN A FEW MINUTES

SHOE REPAIRING **A SPECIALTY**

THE RAPID
SHOE REPAIRING COMPANY
STORE

107 JAMES STREET NORTH

is the Store of Distinction
for Good Work and Material
Combined with the

Best Service ^{and} Reasonable Charges

Your Work Respectfully Solicited
and Guaranteed.

107 JAMES STREET NORTH
opposite Gore Street

Open Evenings

THOMAS GRAYSON, Prop.

ESTD 1918

FULL LINE IN STOCK OF PANCO SOLES AND HEELS

Dodger sent out by Rapid Shoe Repairing Co., Hamilton

bourhood as shoe repairing is largely localized. I sent out 5,000 dodgers as illustrated some few weeks ago and from what I know I have received many new customers besides awakening the old ones." Mr. Grayson also reports that business at the present time is an improvement on any previous month of the year.

SERVING THE SKATERS.

Very soon the repairman will be asked to sharpen skates and supply straps and other necessities that skaters need. Skating weather will soon be here, and the progressive repairman should cash in on it. Straps and buckles on skates are subjected to hard

WELL KNOWN SHOEMAN PASSES.

Mr. Alfred Minister, well-known shoeman, died recently at his home, 1241 King Street, West, Toronto, following an illness of a few days' duration. Mr. Minister was one of the oldest shoe manufacturers in Toronto, and for some time had been connected with the Minister-Miles Co., and later head of the Minister Shoe Co., Wellington St.

Deceased, who was born in London, England, 71 years ago, had been a resident in Toronto for over 30 years, and also in Quebec. He was a former secretary of King Solomon Lodge, A.F. & A.M. He was also a member of the Mississauga Golf and Albany Clubs, and attended St. Mark's Anglican Church. He is survived by his wife, one son, R. E. Minister, and a daughter, Mrs. J. Cotrell, in Toronto, and several grandchildren.

A CORRECTION.

In our issue of October 15th., we published an article, "Some Thoughts on Salesmanship", by Mr. Geo. A. Macnamara, of Chatham, Ont., which in error was credited to Mr. F. A. Macnamara of Guelph. We beg your pardon.

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. **THE ESSEX HOTEL COMPANY** T. A. McCarthy, Tres.
Telephone Liberty 3520 BOSTON, MASS. Cable Address ESSEXO

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



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

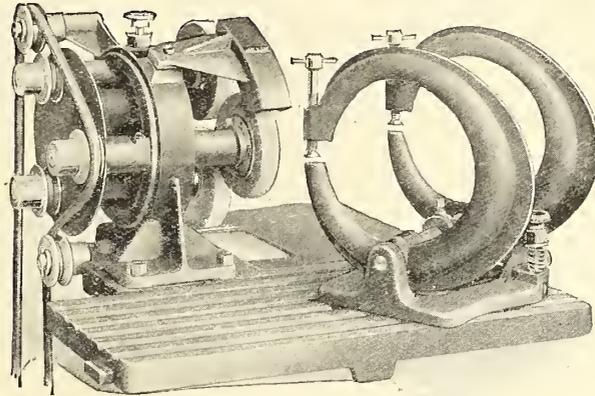
CHICAGO

"We deliver what you buy"

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A NEW MODEL SKATE SHARPENING MACHINE



*Skate Sharpening Machine—Model C
—Designed and Produced in our Montreal Factory*

FEATURING THREE STONES **COARSE
MEDIUM
FINE** ✦

Either one of which can be brought into instant operation
WITHOUT STOPPING THE MACHINE

Only one stone in operation at a time

Giving the Greatest Possible Latitude in Grinding
RAPID - SIMPLE - ACCURATE

Quick adjusting holder that takes all makes of skates

Making possible still better skate sharpening

Send TO-DAY for the new low price on the machine that

“HOLLOW GRINDS PERFECTLY”

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S.

QUEBEC
28 Demers Street

Clarke's Patent

Excels for Stylish Shoes



Toronto, December 1st. 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

In This Issue

The Business Outlook

The Market Place

Stock Methods

The Pulse of Trade

Style Forecast

Christmas Ideas

Shoe Repairing

News of the Trade

Acton Publishing Co. Limited
Toronto Montreal



Established 1857

“THE WEAR



IS THERE”

SERVICE

The country store keeper in days gone by often surprised the small boy by presenting him with a stick of candy, on the occasion of seasonal family purchases.

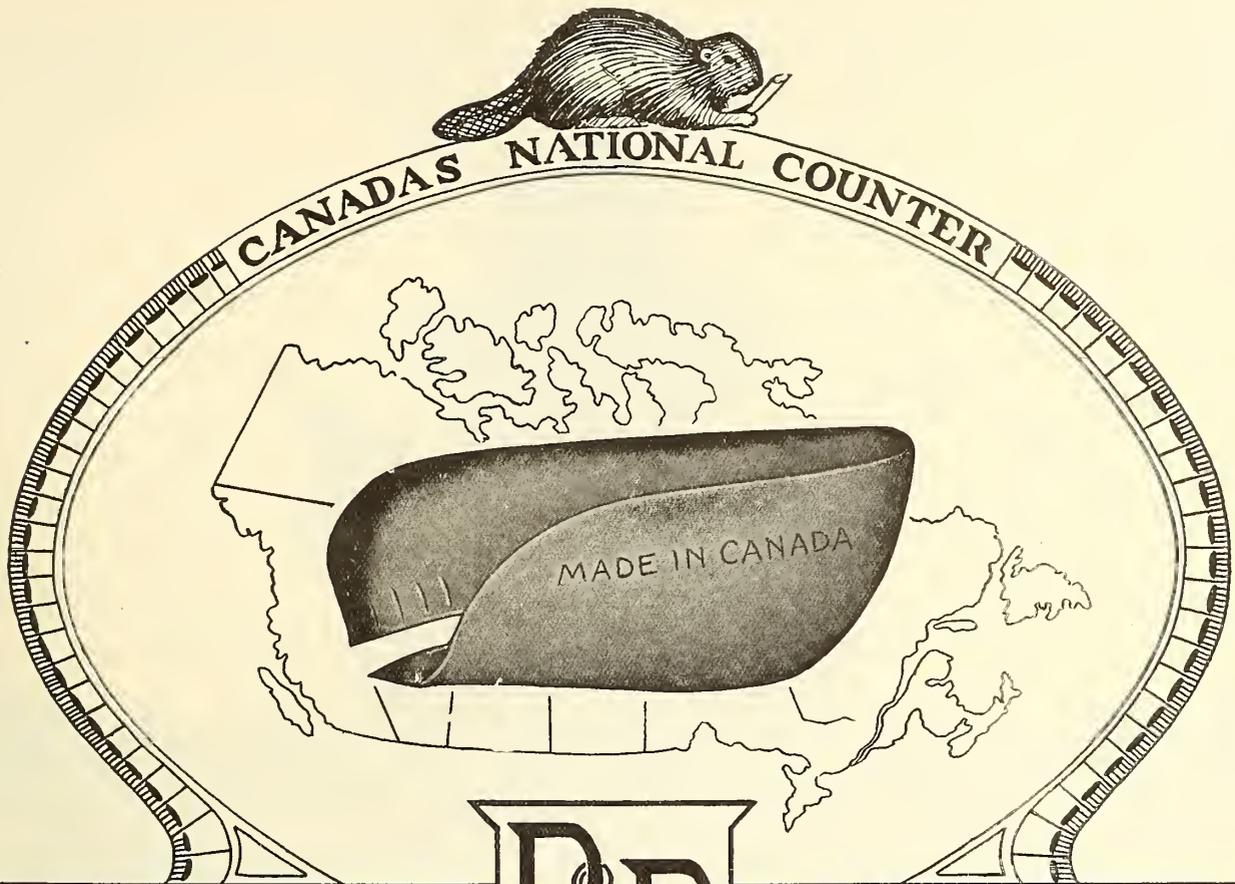
The spirit of giving unexpected personal attention survives at all Breithaupt distribution warehouses. As evidence of our appreciation of the business of our customers we endeavour to surround each transaction, whether large or small, with unusual promptness, and a little more care than is absolutely necessary.

Breithaupt Sole Leather in Cut Soles
is supplied by
PROVINCIAL CUT SOLE CO.
311 Victoria Street, Kitchener, Ont.

The Breithaupt Leather Co. Limited

SALES OFFICES				
Kitchener	Toronto	Vancouver	Montreal	Quebec
TANNERIES AT				
Penetang	Hastings	Kitchener	Woodstock	Burk's Falls





Canadian Thoroughbreds

D. & P. COUNTERS can trace their pedigree back over fifty years of successful counter production. They are the Canadian pure-bred Counters, holding the title for superior quality against all comers from the foreign field, and their backers include manufacturers of quality shoes everywhere.

There is a D. & P. entry in every class—a counter for every purpose from fine style shoes to staples. Put your money on the shoe Canadian winner by always ordering D. & P.

DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:--Ed. R. Lewis Leather Co.

For Quebec City:--Richard Freres, St. Valier Street, Quebec



Shoemakers To The

Wholesale Trade

Mention "Shoe and Leather Journal" when writing an advertiser



TRIPLY TAN

A New Leather

SHOWING CHARACTER (1st) In length of fibre, strength and wear. (2nd) In softness on and conformity to the foot during the life of the shoe. (3rd) The manner in which the leather stands up in the shoe.

A New Color

Admittedly the PROPER TONE for a LIGHT COLOR. A shade already ENDORSED by the LARGEST USERS in America.

A New Finish

The LAST WORD in meeting the present demand for a HIGHLY GLAZED colored calf which will retain an undimmed and BRILLIANT LUSTRE under all conditions.

Samples Mailed on Request to Retailers and Manufacturers

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONTARIO

CANADA



With Spaulding's Fibre Counters in your shoes you can be sure that they will retain a trim, perfect shaped back that will reflect credit on your line and result in greater all-around buying appeal.

We make our own fibre

J. SPAULDING & SONS CO., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
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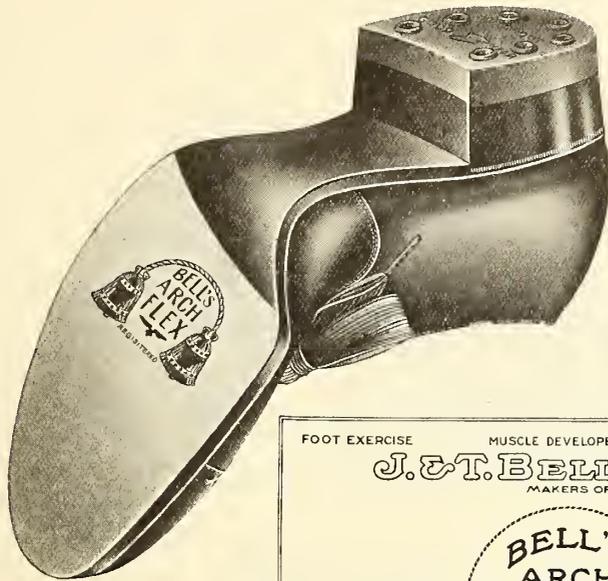
CHICAGO
J.E.D. McMechan & Co.
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SEVEN FACTORIES
Tonawanda, N. Y.
No. Rochester, N.H.
Townsend Harbor, Mass.

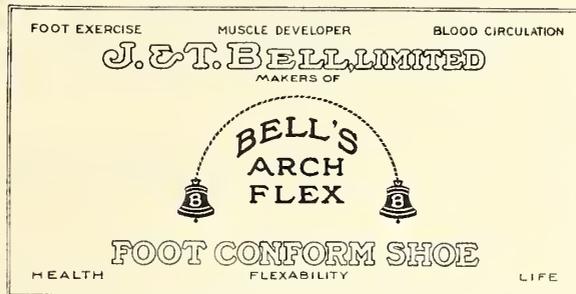
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Milton, N.H.

English Agents: J. Whitehead & Co., Ltd.
Leicester, England

Canadian Agents: International Supply Co., Kitchener, Ontario, and Quebec City
V. Champigny, Montreal.



The Famous "Arch-Flex"



Both in shoemaking and in the scientific correction of foot troubles Bell's Arch Flex Shoe is a decided advancement. It is DIFFERENT because the weak points of ordinary flexible arch footwear are eliminated, and features are emphasized or added that make it more practical and more healthful,—one of these being our

SPECIALLY CONSTRUCTED INSOLE

Snug fit with complete freedom of movement for muscles, constant natural support for arch with relief in bearing weight of body,—are Arch Flex features that strengthen the foot and assure permanent comfort and ease in walking.

Profit by handling this improved line. Made in both Men's and Women's in attractive styles.

J. & T. BELL, LIMITED

Montreal, Quebec

Toronto Sample Rooms; Room 206 Stair Bldg., No. 331 Bay Street
C. E. Fice, Representative

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



“GUTTA PERCHA” Rubbers

Preferred by most merchants and customers because they have stood the test of time and because they have become a recognized standard by which the general quality of rubbers is judged.

Consumers find proof of “Gutta Percha” high quality in the slow, even resistance to wear of their “Gutta Percha” Rubbers. This convinces them as nothing else could of the excellence of material and skilfulness of the workmanship that go into “Gutta Percha” Rubbers.

From Your Distributor or
Our Nearest Branch

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto
Branches from Coast to Coast



**Young Canada's
Own Shoe**

**GLOBE "PILLOW WELT"—"BABY
PILLOW WELT"**

A specialized Shoe for a special demand
Durable — Comfortable — Healthful
**THE ONLY GENUINE GOODYEAR WELT
SHOE MADE WITH A PILLOW WELT
INSOLE**

There's a big advantage in being a "Globe"
dealer.

Carried in-stock by A. Lambert, Inc., Montreal

GLOBE SHOE, LIMITED

TERREBONNE - - - QUEBEC

Montreal Office—72 St. Gabriel St. Representative—J.A. BLUTEAU

THE FOOT ARISTOCRATIC



VICI kid advertising in such widely read publications as THE SATURDAY EVENING POST and THE LITERARY DIGEST opens the way in Canada for bigger business on shoes of VICI kid.

Now Is The Time For VICI kid

Fashions in footwear were never more changeable—the demand for variety in shoe styles never more insistent.

This, more surely than ever before, is the time for VICI kid.

Its smoothness of finish, its colors and its perfect working qualities combine to make it an ideal leather for the style designer.

Shoes of VICI kid will give a distinct note of refinement to any display of footwear fashions.



This is the trademark of VICI kid

There is only one VICI kid, created by Robert H Foerderer and manufactured by ROBERT H FOERDERER, Inc, exclusively for 33 years

ROBERT H. FOERDERER, Inc.
Philadelphia

Selling Agencies in all parts of the world

VICI kid

(Reg. U. S. Pat. Off.)

Mention "Shoe and Leather Journal" when writing an advertiser



La Duchesse

Value Verdicts All Favor La Duchesse

There is no selling force to-day like value, and the praise of keenest buyers testifies that there is no value like La Duchesse.

Offered in footwear of such leading style features, it opens up trade possibilities that are closed to less appealing lines.

Wholesale Houses that will control the biggest trade this coming season are the ones that buy now from the new La Duchesse Samples.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's Welts, McKays and Turns of a Standard
Quality for the Wholesale Trade*



The Yamaska Brand

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

Yamaska Value alone would make this Oxford a sure seller, but in addition the last is one of the latest popular favorites and it is a faultless fitter. One of our many new models with the appeal that means big sales for the Yamaska Dealer.

NEW IN-STOCK DEPARTMENT GIVES IMMEDIATE SUPPLY SERVICE ON
 OUR LEADING LINES

LA COMPAGNIE J. A. & M. COTE
 ST. HYACINTHE QUE.

DAVIS BUCK SIDES

Have Proved Their Worth

We Make Them In

WHITE GREY BEIGE BROWN LOG CABIN

If You Have Not Received Our Color Card,
 Write Us To-day

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

SELLING AGENTS

PERCY J. MILBURN
 252 Notre Dame St., W.,
 Montreal

RICHARD FRERES
 553 St. Valier St.,
 Quebec



It's Felt Time—Which Is Coldproof Time

Already dealers are feeling the heavy demand for "Coldproof" Felts—and their popularity is growing stronger.

Quality—built right in, in our own plant—that gives a better service in a better way and is the keynote of "Coldproof" selling success.



"Coldproofs" are sold in all sizes and styles for men, women and children for both indoor and outdoor use.

If your Jobber cannot supply you write us and we will give you the address of one who can.

The Great West Felt Co., Limited
Elmira Ontario

Three Big Sellers

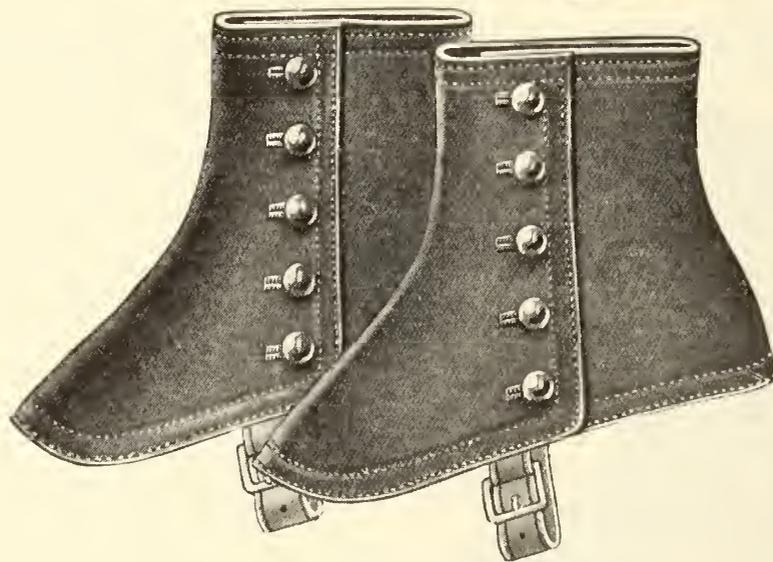
Order NOW



Women's
3 Buckle Top



Women's
3 Ribbon Top



Men's English Box Cloth

We Sell Wholesale Only

Ask Your Wholesaler for Colonial Spats

COLONIAL MFG. CO., LTD.

366-378 Adelaide St., West, Toronto

Mention "Shoe and Leather Journal" when writing an advertiser

THE LANG TANNING COMPANY, LIMITED

Kitchener, Ontario

Men's and Women's CUT SOLES

One Tannage One Color
In Sixty-Seven Grades and Weights
Assorted For Fibre

Why cut leather, and pile up a stock of soles you can't use, when you can buy your requirements weekly in the gauge and selection you need?

LANG
MADE IN
CANADA

ALL SHOE & SLIPPER CLOTHS

PRINTING AND COMBINING THESE CLOTHS WITH RUBBER IS ALSO OUR SPECIALTY

SILKS

SATINS—Plain, Embossed, Printed, Embroidered in exclusive designs.
BROCADES—A vast range of all styles—

METALS

Gold, Silver (Satins, Broches, Shots, Embossed, etc.)

ARTIFICIAL SILKS

A great variety of medium and cheap qualities which command large sales.

CANVAS - DUCKS - POPLINS - CRETONNES

For Tennis and Summer Shoes

CAMEL HAIR CLOTHS - - MOLLETONS

The ANGLO-FRANCO TRADING Co.

Proprietor, D. Boissonnat (French) Manufacturers, Merchants and Finishers

7+78 HARDMAN STREET, MANCHESTER, ENGLAND

Telegrams: Livron, Manchester

Codes, A.B.C. 5th-6th.

CANADIAN AGENT: Mr. F.R. McKechnie, 1 Wellington Street, West, Toronto



Dominion - - Wide

is the demand and sale for

DOMINION McKAYS

Boys, Youths, Gents

also Misses and Children

*The Line that always upholds its
reputation for unrivalled values,
—on which you can get*

Quick Delivery

DOMINION

Shoe, Limited

2298-2302 Chabot St.

Montreal

To Visit Our Plant Take Papineau Avenue Street Car Going North And Get Off At Bellechasse Street



ROBUCK SIDES

The Robuck Range includes the eight most popular colors on the approved list for 1923-24.--grey, jack rabbit, bamboo, airedale, tan bark, log cabin, and autumn brown.

For appearance, even finish and wearing qualities many manufacturers say this line is unsurpassed.

Write to-day for samples.

THE ROBSON LEATHER COMPANY LTD.

Oshawa - Canada

Don't Cover Your Ears to the Demand for these high grade Staples

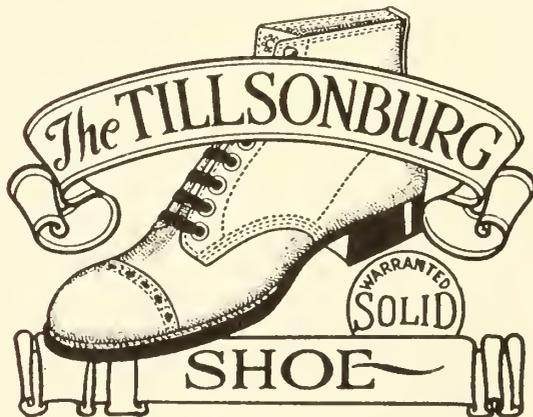
Mr. L. C. Van Geel, manager of the new home of the Norfolk Shoe Co., Tillsonburg, announces their new range of high class staples, including women's, misses', children's, boys', youths' and lads', in calf, kip and pebble leathers, on the latest lasts.



This factory now has a daily output of 1,200 pairs and is in a position to offer rapid deliveries on these lines.

Tillsonburg Staples

The Tillsonburg range consists of men's, boys', youths' and lads' real



leather staples. The wholesale trade cannot go wrong with Tillsonburg staples. They mean greater custom and better business. Quality materials and fine workmanship throughout make them the easiest sold on the market. Write to-day for complete information including prices and samples.

The Tillsonburg Shoe Company

Limited

Tillsonburg

Ontario

Model SHOE The Model Shoe Model SHOE

The Shoe of Quality for the Woman who Knows
In-Stock for Immediate Delivery



555x Women's GY. Dong. 1 Strap, Dome Last, Pearl Button \$4.50

583 Women's GY. Pat. 1 Strap, Dome Last, Pearl Button \$4.25

584 Women's GY. Beaver Buck, 1 Strap, Dome Last \$4.55

All Stock Lines--D.Width



458 Women's GY. Mah. Calf Brogue Oxford, Wing Tip, Last 20. C. and D. Widths \$4.70

507 Women's GY. Velour Calf Brogue Oxford, Wing Tip, Last 20. C. and D. Widths \$4.60

561. Women's G. Y. Grey Buck Brogue Oxford Wing Tip, Last 20. D. Width \$5.00

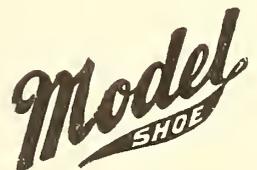
All Stock Lines

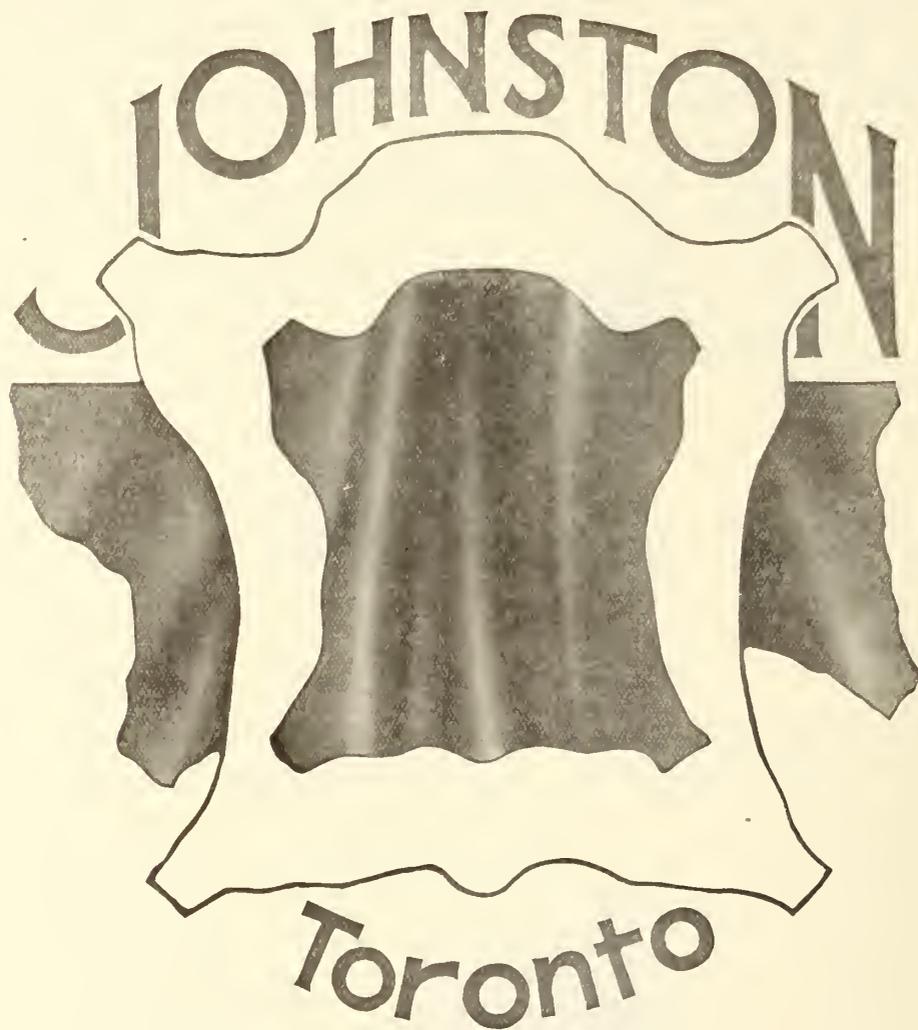
W.B. Hamilton Shoe Co. Limited

Established 1846

TORONTO

15 and 17 Front St., E.





CALF AND SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO CANADA

McCaughan Style Footwear



Leading All The Oxfords

is this newest of oxford style creations from McCaughan's. Outstanding both for its tasteful pattern and distinctive last, it gives the supremely modish effect, as well as faultless fit, that makes its appeal irresistible and its wearer-satisfaction a certainty.

Order this new model now, and watch it make the volume and profit record in your oxford sales.

J. A. McCAUGHAN & SON
390 PAPINEAU AVE. MONTREAL

Huron
Glove



Company
Limited

**Sample Orders
Should Be Placed
Now**

OUR SPECIALTIES

Jack Buck Moccasins
Our famous Huron Chief Brand
Elk Moccasins
Horse Hide Moccasins
Canada's Standard for Value
Indian Slippers
Deer and Elk Mitts

Introduce "Huron Chief" lines to the trade and season after season your orders will increase. Our Jack Buck Moccasins are considered the finest on the market and have made the "Huron Chief" trade mark famous.

Order your samples immediately and avoid all chance or delays and disappointment later.

Holt, Renfrew & Co. Limited
Quebec, P.Q.

**Samson Hockey Shoes
Win Winter Sales**

Skaters and Hockey Players are among your best Winter customers,—provided you handle their favorite Hockey Shoes—SAMSON'S. A Coast-to-Coast reputation for superior fitting and wearing quality is the trade-winning advantage that only Samson Shoes offer. See that your stock is complete.

Have you seen the NEW SAMSON WOMEN'S LINES in Medium McKays, Imitation Welts and Turns?—Made in our new factory No. 2. They are fast establishing themselves as one of the trade's leading sales producers.

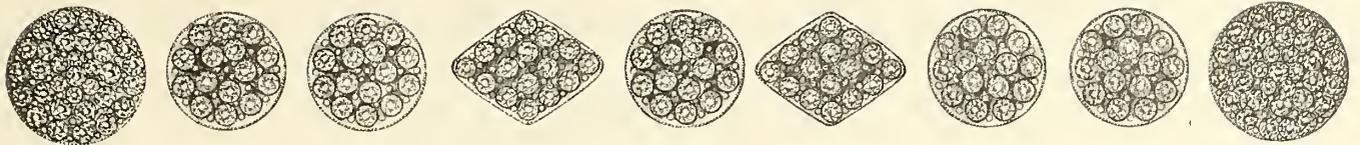


A complete line of McKays

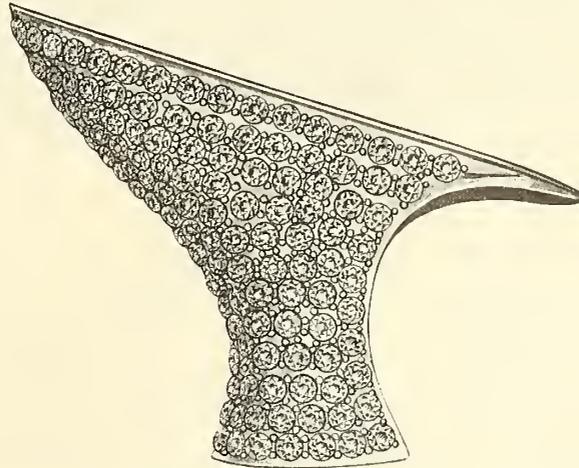
A leading line of Heavy Staples

Unequalled Hockey & Football Boots

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



Rhinestone Slide Buckles



We stock a very large assortment of Rhinestone slide buckles for one strap slippers. Order in one dozen lots assorted.

No. 1 assortment, 12 pairs for \$12.00
No. 2 " " 12 " " \$ 9.00

Assortments are put up in individual boxes, making suitable Christmas gifts.

Overgaiters

Overgaiters in stock for at once delivery, Women's, Misses' and Children's.

Men's Spats

Men's spats in best English cloth, also heavy English boxcloth, leather bound.

Boudoir Slippers

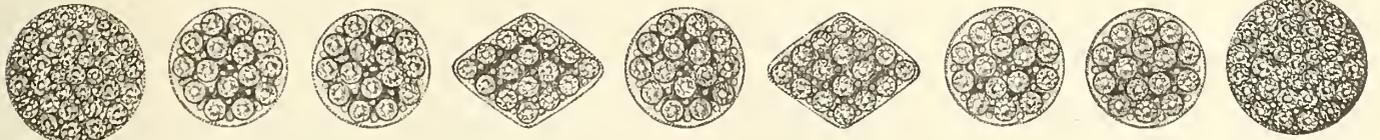
Boudoir Slippers — a large assortment in Kid, Suede, Felt and Satin.

Do not forget that an unconditional guarantee goes with every package of Ralston's Polishes—A Dressing for every shoe.

Robt. Ralston & Co., Ltd.

Hamilton

Ontario



The-
JOHN RITCHIE
COMPANY LIMITED
MAKERS OF
MEN'S SHOES
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

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
 MEMBER OF CANADIAN BUSINESS PUBLISHERS
 ASSOCIATION

The Business Outlook

WITH propitious weather no doubt December will atone for the shortcomings of November, which seems to have "slipped a cog" as far as the shoe business is concerned. Between necessity and Father Christmas the shoe man ought in the next two or three weeks to have a well earned innings.

As to the coming year, there may be some foreboding but present signs all point to growth and progress in most lines of trade although there will be nothing startling in the nature or extent of either development.

The stability of commodity prices is one feature that may be pointed out as indicating a sound business foundation. There seems to be no tendency towards further deflation and the confidence this indicates must mean a satisfactory development of business in staple lines. A falling market always means demoralization and there is no sign of this in the shoe and leather trades to-day.

The savings banks show a steady accretion of deposits evidencing the fact that the people have the money to spend as soon as they feel safe in investing in goods or otherwise. There is comparatively little unemployment and unless some of our industries suffer a serious set back there need be no fear of an untoward situation in this quarter.

The railways show increased earnings which means that both goods and people are moving more freely than has been the case for several years, and unless high cost of operation curtails transportation and freights, next year ought to make an even better showing.

The shoe trade has gone through a long period of dull business much of which is no doubt due to being spread so "thin." But there is not the slightest doubt but that there has for some reason or other been a disposition to put off shoe buying.

The weather has been a great ally to the procrastinating buyer, and has made it possible for the summer shoe to eke out a long though precarious existence. People have been wearing shoes this autumn that could not have possibly been used had the weather been normal.

Everybody will have to buy shoes soon. The barefoot habit is not popular in Canada, especially in winter. There is no question that business must pick up eventually.

Why not **NOW?**

In The Market Place

NOVEMBER has not evidenced as much recuperative power as October, which, on the whole, showed up much better than most retail merchants anticipated. The lack of good seasonable weather during the month just brought to a close has undoubtedly militated against the movement of heavy goods, although on the other hand certain lines have been gotten rid of that would otherwise have had to be carried over until next year.

In Ontario and Quebec general business has not been up to the mark, and although Christmas buying has started in earlier than usual there has been an absence of that snap that ought to characterize this period of the year. Building has gradually eased off and plants turning out construction materials are feeling the results of "end of the year" slackness. This is having an effect in the way of increasing to some extent unemployment and therefore, tightening the domestic purse strings. It is too early to judge of the attitude of the farmer who has not to any great extent begun to realize on his season's operations, but, so far, he appears inclined to go carefully.

Western conditions vary. In British Columbia business is quiet, and promises to continue so. In Alberta the situation is hopeful. The crop has been unusually good and the abundance of grass promises good forage for cattle during the coming winter. Saskatchewan is not so active as her sister province, but is doing her best to keep up her end of the stick. In spots trade is good, while in some localities there is a good deal of grumbling, especially with regard to payments. Manitoba seems to be the worst off with regard to crops and general business this year, but reports indicate that Christmas trade is beginning to brighten.

The Maritime Provinces have come through the fall fairly well although complaints are general that the weather has been against good business. With snow and colder weather, however, everybody is looking forward expectantly to a good December.

Retail Shoe Trade.

Business during the month has been somewhat draggy. The demand has been principally for light shoes, and very largely of the cheap class. Whether it is the foreign element that has injected this "jazz" spirit into business it is difficult to say, but the general complaint seems to be that neither men nor women want to pay fair prices for good shoes. In the attempt to get prices down to a five dollar basis, the whole trade seems to be suffering from the wearing down process. Usually November sees a hole made in rubber stocks, but this year there has been no weather to warrant the retailer placing his rubber shoe stock in a convenient place for customers. In spite of the unseasonable weather, there has been a fairly steady sale of women's low cut shoes which has helped to keep up volume, but just the same business has been very disappointing to the retailer whose hope is that December may make up for the shortcomings of its predecessors.

Payments have been fairly good, considering conditions, and, while there has been considerable renewing, the situation is very considerably improved

over two or three months ago. Money seems to be coming in better from the west especially from Alberta and Saskatchewan, where as far as the shoe trade is concerned, the outlook has considerably improved.

Manufacturers' and Wholesalers' Report.

Business according to all accounts has not been anything to brag about. There has been a fair amount of sorting trade but in lines that are largely in the novelty class. Staple goods have not moved at all scarcely. There ought at this season to be a big demand for skating boots but this has not materialized so far. It is a little early, of course, for hockey lines to move, but there ought to be a good sale for these as well as ordinary skating boots in November. The weather has been so fine that even ordinary street shoes have been slow and some wholesalers are afraid that they may have to carry over a large proportion of their stocks.

Manufacturers of fine goods in both men's and women's shoes have been running somewhat slack. Dealers are holding off further buying until they see how Christmas trade is going to turn out. With regard to spring lines everybody seems to be waiting until after the turn of the year before completing their purchases, and this in spite of the "jam" that has occurred in the past through this policy. In spite of the professed attitude of the retailer trade, most of them seem to be afraid of ordering further until they see what will be shown in January. Meanwhile, makers of medium and staple lines are fairly busy on orders and will be so until the end of the month.

Leather Trade.

Business has picked up a little in some lines during the month. The easier hide market has had a general effect in inducing a little more trading on the part of tanners and a slight easing in the situation as far as leather is concerned. Prime lines of upper stock have moved a little better although shoe manufacturers are still very loath to anticipate their requirements to any extent. In staple leathers, the movement has been better than in other lines although medium priced shoes have been selling rather better in the past month or so.

The sole leather situation has shown considerable improvement, and some fair sales of both sides and cut stock have been reported in the higher grades.

It has come to our attention that the names of the Shoe and Leather Journal and of the president of our Company, Mr. James Acton, have been mentioned as having a connection with or being sponsors for a competition held on November 28th., at the King Edward Hotel, Toronto. The competition, which was called the National Shoe and Leather Contest, was arranged by the Shoe and Leather Reporter, of Boston, and neither the Shoe and Leather Journal nor Mr. James Acton had any connection with it, directly or indirectly.

There is so much dissatisfaction with regard to the contest and so many comments have been made on it, that in the interests of the Canadian trade the Shoe Manufacturers' Association of Canada should investigate it most thoroughly and give their findings the fullest publicity.

A Standard Stock-Keeping System

Suggestions as to Stock Records—A Guide to Buying and Aid to Increased Turnover—Keeping Tab on the Sellers and Shelf Warmers.

CONDITIONS in the shoe trade recently have demonstrated more than at any time in the history of the trade the necessity for an accurate knowledge of stock and the application of sound selling methods to the business.

It is all very well to buy goods right and there may have been a time when a shoe dealer could depend upon saving discounts backed by wise selections to see him through the year safely, but to-day he must not only be able to buy at the right price and purchase goods needed by his community but he must purchase in such a way that his profits are not swamped by leftovers.

In the women's shoe game, it is absolutely necessary for a merchant to know where he is with regard to stock not only from month to month, and from week to week but in some cases from day to day.

Stock-keeping is therefore the very backbone of sound shoe merchandizing, without which there can be no hope of satisfactory turnover and therefore, profits for to-day the money in the shoe game is in turnover.

In a recent issue of the Shoe and Leather Journal we quoted a case where three or four retailers were discussing their respective stocks at the close of the summer season. One knew to a pair how many white shoes he had on hand on September 1st., and the other three had to guess more or less.

Departmentalizing the Store.

There is no doubt that where a store carries a general stock of shoes, the first thing necessary is to divide it into departments. How can the merchant otherwise know what he is doing in the various lines, which is making money and which is losing. But above everything else how can anyone buy intelligently for any of the departments unless he has before him a record of sales and the state of the stock at any given time. The man who attempts to buy shoes at all methodically must start by knowing what he is buying and why he is buying it.

The Harvard System.

We have from time to time published stock keeping systems furnished us by individual establishments. Any of these systems the retailer must adapt it to the needs of his own particular business. We give an outline herewith of the system suggested by the Bureau of Business Research of Harvard University. The system is the result of an investigation into the methods of over a hundred retail shoe stores. We can only give the system in outline.

Three forms are used: the sales summary sheet, the size up sheet and the consolidation sheet. The **sales summary sheet** contains a record by stock numbers of the number of pairs sold and returned, without giving size and width. The **size-up sheet**, one of which is used for each stock number, shows the

number of pairs of each size and width on hand, as determined by actual count. The **consolidated sheet**, one for each stock number, has three parts. They are the **order record** which shows the number of pairs of each size and width to be ordered; the **receipt record** which shows how new goods are coming in, and the stock record provides a monthly summary of goods received, sold and returned. Figure 5 partially illustrates the ruling of the various forms.

Sales Summary Sheet.

The stock numbers on the left of the sales summary sheet (Figure 5a) one to a line may be entered in order either in advance or as sales occur. The latter procedure is sometimes preferred when there are many numbers of varying activity. Each of the

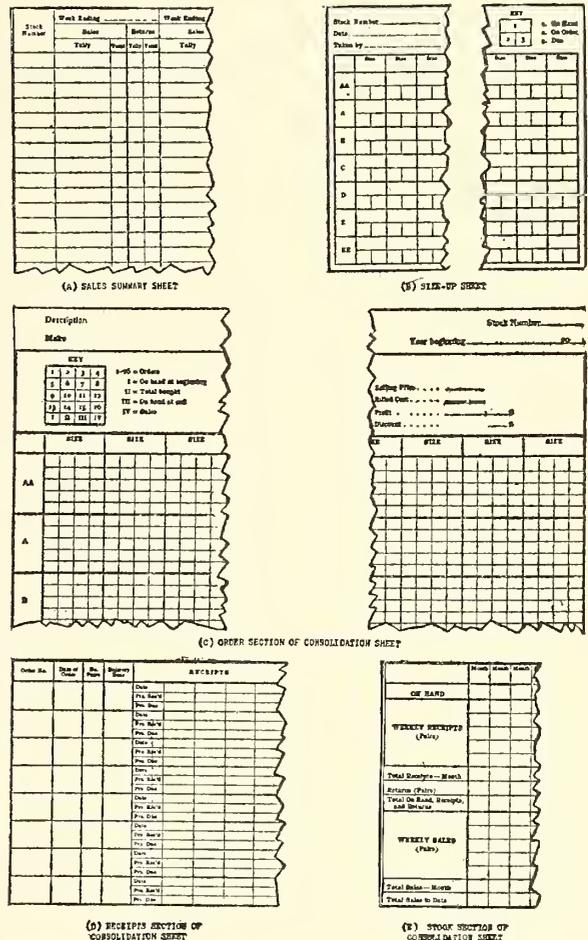


FIGURE 5

four weekly spaces contains a tally column for entering the daily sales by groups of fives from the sales slips; a total column for the sales of the week; a tally column for the daily returns of shoes by customers, and for the daily returns of shoes by customers, and a total column for the returns of the week. Each weekly section is used in the same way. At the end of each week the total sales are entered on the stock record part of the consolidation sheet for the same stock number. At the end of each month the total returns are entered on the stock sheet. Returns are not numerous enough to require weekly posting to the stock record. Where totals for broken weeks are wanted for the stock record, they can be easily secured from the extra daily tallies for the last few days of the month.

The Size-Up Sheet.

The Harvard size-up sheet (Figure 5b) does not differ from the ordinary form except that each space has three divisions. The upper divisions (marked 1 in the key in the upper right hand corner) are used for the pairs of each size and width on hand as determined by actual count. The use of the additional divisions can be planned according to the individual preference of the merchant. Division 2 can be used to show the number of pairs on order. Division 3 can be used to show the pairs whose delivery is due at the time of the size-up, or the pairs transferred from another stock number.

As soon as a size-up is taken, each size-up sheet should be attached with clips to the consolidation sheet having the same stock number. There it remains until the next size-up on that particular stock number is taken. After that it should be removed, destroyed or filed, and the new size-up sheet substituted for it. In order to learn whether or not stock is accumulating, the figures on the latest size-up sheet should always be compared with those on the preceding one.

Order Record.

The order record, which is the top part of the consolidation sheet, provides spaces for recording by pairs as many as sixteen separate orders for each style and width. A portion of it is shown in Figure 5c. The squares in each size and width section are used in the order of the numbers in the key chart in the upper left hand corner.

This point should be kept in mind. The order record is not a list of orders which have been given by a program of orders that are to be given. Entries on the order record are determined from the size-up sheet, the sales summary sheet and the stock record. The merchant, in other words, studies how many pairs of each size and width he needs and enters the number in the proper space. If he does not need any pairs in a certain size and width on the next order, he may put a cross or check in the space. Then he is ready to take all the order records and make up his orders for supply houses or salesmen without delay. As he orders the goods, he should put a circle around each entry on the order record to show that the order has been sent in.

The four spaces in the lowest row in each section of the order record are used for important summary figures for each size and width. The number of pairs sold is determined by subtracting, from the sum of the number of pairs on hand at the beginning plus the number of pairs bought, the number of pairs on hand at the latest size-up. Thus, if there were twenty-eight pairs on hand originally and sixty more were bought, it is clear that if the size-up shows sixty-eight still to be on hand, there must have been twenty pairs sold during the period. This summary is especially important for determining what sizes and widths were purchased in too great quantity during the year.

Receipt Record.

The receipt record, half of which is shown in Figure 5d, is made for sixteen orders to correspond to the sixteen spaces in the order record. The plan of the receipt record is simple. The four columns on the left give the essential information for each order:

order number, date of order, number of pairs and date of delivery. On the right, four columns are provided for recording as many as four receipts upon a single order, and the pairs due after each partial shipment. The receipt record, it should be noted, is kept not by sizes and widths but by pairs.

Stock Record.

Last on the consolidation sheet is the stock record, which without regard to sizes and widths shows by months and weeks for a year the receipts, the sales and the returns of the stock number under consideration. Part of the stock record is shown in Figure 5e. This record furnishes very important information regarding the tendency of sales and stock on hand in this style to increase or decrease. At any size-up, for example, the retailer might find his stock in a certain size and width to be the same as the original quantity on hand. Whether he should reduce or increase the stock in this size and width would probably depend upon whether the stock record showed that the sales in all sizes and widths of that stock number for the last few months were declining or increasing, and also how much time remained before the end of the season. If the height of the season has passed, the retailer should be extremely cautious in giving new orders for seasonal goods.

How the Records Work.

To summarize; The sales summary sheet indicates the fastest selling stock numbers. This should be inspected to see how the sizes and widths are holding out and what fill-ins are necessary. It also indicates the slowest selling stock numbers, of which it is desired to know how many sizes are likely to be left-overs. These two classes demand attention first. Size-ups of the normally selling stock numbers can be taken in the ordinary routine.

As soon as it has been determined what stock numbers should be sized up, the size-up sheets—one for each number—are brought into use. These are filled from an exact count of shoes in stock. The upper divisions are marked, as in the case of any size-up sheet, with tallies of figures for the pairs on hand. Reference to the order record enables "Pairs on Order" and "Pairs Due" to be inserted in the lower divisions. The size-up sheets are then attached to their respective consolidation sheets.

The order record is next used. The buyer first compared the previous size-up sheet with the latest one, to see whether stock of the respective sizes and widths is increasing, running even or decreasing. He notes also the lower right hand spaces of the latest size-up sheet to see what pairs are due. Glancing at the receipt record, he learns how promptly deliveries have been made in the past and what deliveries are lacking. Finally, he looks at the stock record to find out the all-important tendency of sales for this stock-number—whether increasing, declining or continuing at about the same volume. On the basis of these facts, he reaches a buying decision, and inserts figures for the order in the proper spaces of the order record. From this he makes his order out for the manufacturer or wholesaler.

The total number of pairs represented by the order, its date, and the expected date of delivery are then entered in the receipt record. When the de-

(Continued on Page 44)

The Pulse of Trade

What Dealers Say About Conditions and Prospects. Some Forceful Opinions on Style Question. What are Selling in Men's and Women's Lines. Prospects for Christmas Trade.

A SHOE retailer visited the Shoe and Leather Journal office the other day and voiced the usual complaint about business conditions on account of the fine weather. Pressed as to actual business volume he had to admit that October was better this year than last and November at the time the conversation took place had shown a considerable increase. There is the situation in a nutshell. Half the time we are croaking without reason. There is no doubt but that business might have been better in many lines this fall, but on the other hand, it has kept up longer than usual in others. Fine goods, not only in shoes, but hosiery and other apparel have had a much longer innings than usual and while the shelves still groan with heavy goods it is not all dead weight.

As Some See It.

We have had the usual number of complaints from retailers as to weather and the backwardness of business, but here are a few along the other tack.

A Winnipeg dealer says October and November business was better than last year, and the prospects for the rest of the year appear good and will no doubt prove so if seasonable weather comes.

An Ontario retailer in a factory town says: "October was not up to the mark, but November has shown an improvement. The rest of the year promises to be better than last year although with short time in some of the factories, Christmas business may not be as good as usual."

A Maritime concern says: "Business for October and November showed a marked improvement over September, and compares very favourably with the same period last year. The prospects for next month depend upon the weather. With a little snow and wintry weather, we will have as much business from now till the first of the year as we can handle."

An Ontario City dealer of importance in the trade says that business for October was nearly ten per cent. better than last year and while November has not shown the same advance it will make a fair record. He says that he expects December will be one of the largest in his business history. He thinks dealers are low in stocks and will be caught short if a real spell of wintry weather sets in. He is certain that few know where they are in regard to their stocks, and are not, therefore, ready for real business. He thinks that retailers do not keep sufficient records of their business from year to year to indicate the ups and downs of business and weather conditions.

An Eastern Ontario retailer says that October and November compare favorably with the same months last year. He says the prospects for December are good as there is very little unemployment. The people, he says, are not anticipating their wants in shoes much and the first real wintry wea-

ther will bring them to book. In the meantime, he points out that the sale of open weather shoes such as satins and suedes for women, also walking oxfords, have sold well while in men's lines brown calf high cuts and brogue oxfords have had a great call.

Limiting of Shoes Styles.

Opinion is divided even amongst retailers on this subject, there being about as many for as against. In a letter appearing elsewhere a western writer hits the nail a good welt on the head, when he says that the business of the shoeman is to give women what they want. It is his own fault if he fails to handle the business so as to make money at the game. His proposition to have exclusive stores for men's and women's shoes respectively is worth considering.

A Western Ontario shoe retailer is with style curtailment with both hands. He says it would be a decided advantage as the shoe business is daily becoming more of a millinery proposition necessitating an enormous outlay to "keep up with the Joneses" of the trade. It really makes the little fish wonder how the bigger ones manage to swim (which a lot of them don't.)

A Winnipeg dealer says it can't be done, unless worked in conjunction with American makers otherwise the country would be flooded more than ever with novelties.

A Western Ontario retailer says: "The average retailer is as anxious to see and buy new styles as the maker is to produce them. It would be hard to get shoe retailers to back up any attempt to limit styles. A dealer, however, does not need to buy everything new he sees. It is up to him to handle his business properly. The limiting of styles here would undoubtedly drive business from our Canadian factories to those across the line."

A Nova Scotia house says: "We think the limitation of styles would be a good thing, but there is one thing sure, you have got to supply what the people want regardless of what the manufacturers try to create. It would be to the advantage of the trade in general, however, if manufacturers would try to curtail the range of styles as much as possible."

A Montreal concern writes: "We are heartily in accord with this move and we hope efforts in this direction will be successful."

An Eastern Ontario retailer says: "I think this would be a boon to the shoe business as the majority of retailers are no doubt getting a very nice turnover, but owing to rapid style changes, the profits in a great many stores are lost in not keeping their lines cleaned out fast enough to keep pace with the style features. I think that such a move as style curtailment would be beneficial to both retailers and manufacturers."

An Ontario shoe manufacturer says that the scheme looks all right on paper but it will not work out in practice. Women want pretty shoes and it is the business of the manufacturer to make them and the dealer to sell them. It is up to both to so run their business that they can cater to the needs of their clients and do so profitably. He says that the retailers who advocate limited styles are usually the ones that chase the manufacturer the hardest for new goods. Right now a whole lot of dealers are postponing their buying until after the first of the year in order to see what the market will produce in new styles.

Joint Style Committee Recommendations

THE National Shoe Retailers' Association Styles Committee in joint conference with the styles committees of the National Boot and Shoe Manufacturers' Association, the Tanners' Council of America and the National Shoe Travelers' Association has arranged the following program for the guidance of retailers indicating what merchants should provide for selling during Jan., Feb., March and Easter 1924.

The broad trend of style is here carefully weighed with advanced information from authorities in garment colors and apparel tendencies.

WOMEN'S STYLES.

High novelty colors in solid effects and lizard, alligator and similar novelty effect trimmings should be selected in keeping with prospective individual demand.

Color tendencies in the order of their importance as designated by official color card are as follows:

Racquet, Bombay, Airedale, Tan Bark, Mandalay, Jack Rabbit.

Shades will lighten as season progresses.

Suede leathers in combination with grain finished calf and kid and patent in the order of their importance are as follows:

Airedale, Racquet, Tan Bark, Bombay, Black, Mandalay, Jack Rabbit, Otter.

For morning wear and general utility with simple cloth dresses, tailored effects and suits:

Patterns: Straps, January 25%, February 50% March 25%, Oxfords, January 75%, February 50% March 25%. Lasts, Medium prevailing toes will continue. Heels: Military 10-8 to 14-8. Materials: Black, tan and brown leathers.

For informal afternoon wear with dressy street clothes:

Patterns: 1. Straps will predominate. 2. Goring effects and Colonials. 3. Novelty oxfords. Heels: 10-8 to 14-8. Lasts: Medium toes will continue.

Materials: 1. Patent. 2. Satin. 3. Black calf and kid. 4. Black and colored suede and combinations.

For formal afternoon teas and other social affairs to be worn with the most dressy daytime costumes whether of silk or wool.

Patterns: 1. Straps and openwork effects will predominate. 2. Goring effects and Colonials. 3. Open work oxfords. Lasts: Medium with tendency toward slightly narrower than the oval type prevailing. Heels: Boxwood 10-8 to 14-8. Full LXV and Spanish 13-8 to 16-8.

Materials: 1. Black satin. 2. Patent. 3. Colored suede and colored kid and combinations. 4. Black suede and combinations.

Evening slippers to be worn with dinner dresses and formal evening gowns.

Patterns: Straps will predominate with a liberal proportion of openwork effects. Tongues or similar effects to provide for ornaments. Lasts: Medium toes. Heels: 13-8 to 17-8.

Materials: 1. Silver and gold brocades, plain or trimmed with silver and gold kid. 2. Satin plain and silk brocades.

Sport shoes for walking, country club and athletic wear.

A type of construction in heavier leathers brogue effects with leather, crepe or rubber soles.

Patterns: Fancy trimmed oxfords and straps. Brogue punched effects. Lasts: Medium round toes. Heels: 8-8 to 10-8.

Materials: 1. Tan calf. 2. Elk and similar leathers. 3. Colored buck and suedes and combinations. 4. Black calf. 5. White leathers or fabrics as geographical locations demand, also for Palm Beach and tropical clientele.

MEN'S STYLES.

For General Wear.

Types: Smart shoes divided into 65 per cent. oxfords and 35 per cent. high shoes, while staple types will be 75 per cent. high shoes, 25 per cent. low shoes. The average will be 50 per cent. high and 50 per cent. low shoes. Lasts: Brogues, semi-brogues, custom and square effects. Heels: Eighty-three per cent. rubber heels; 8-8 broad, square heels, 90 per cent. Colors: Hazel and lighter shades with some cherry reds. Increasing demand for lighter shades. Blacks growing in popularity. Leathers: Heavy weight leathers and boarded effects, with an increasing demand for smooth calfskins brightly finished in medium weights.

For Informal Dress Wear.

Types: Lightweight high shoes and oxfords. Lasts: Custom or medium square toe. Heels: Shapely 8-8 heels. Leathers: Light weight Black Calf and Patent.

(The discriminating dresser will not wear a tan shoe after 6 o'clock in the evening.)

For General Sport Wear.

Types: Low shoes. Lasts: Brogues and sport lasts. Heels: Spring and broad square. Soles: Leather, crepe and rubber. Colors: Tans, brown, grey, white and combinations. Leathers: Boarded and smooth calfskins, elks, and bucks. Sport shoes are a local problem.

For Formal Dress Wear.

Types: High and low patents, lightweight welts or turns, plain and cap toes. Lasts: Custom and medium round. Heels: Shapely low heels. Materials: Patent.

Boys' and youths' shoes follow the trend of the men's styles, with more emphasis on smarter shoes for boys in all grades.

Juvenile Shoes for School Wear.

Patterns: Growing Girls—Straps and oxfords. Misses and Children—Boots.

Leathers: Growing Girls—Tan, calf and grain leathers; patent; suede leathers with trimmings to match or contrast; and black calf. Misses and Children—Tan calf and lightly boarded leathers; and brown and smoked elk.

Play Shoes.

Patterns: Regular height, lace or Blucher cut. Leathers: Tan calf and brown and smoked elk leathers.

For Dress Occasions.

Patterns: Strap pumps and oxfords. Leathers: Boots in patent with dull and white top; patent with grey, beige, or other suede or cloth top; tan with suede top to match or contrast. Oxfords and Straps in patent; patent and suede combinations; in misses' and children's shoes there is a strong tendency in favor of low effects over a greater period of the year.

Getting Christmas Trade

Some Suggestions for Increasing Business During Holiday Season—Incentives to Gift Purchasing.

THERE is not the least doubt that shoes are figuring more and more in the general tendency towards giving at Christmas. There has always been a certain amount used in this way, but confined largely until recent years to children's lines. Many of us can go back in thought to the pair of "top boots" with copper tips and red morocco trimmings, that hung in the chimney place on Christmas morning.

To-day the array of fine shoes at the disposal of purchasers especially in women's lines, is such that a choice may be made appropriate for any and all needs. In fact, shoes are as appropriate a gift to-day as a pair of gloves and many are using them in this way.

What Are You Doing?

It is up to the man who sells shoes to use the opportunity afforded by Christmas to the fullest extent. It seems superfluous to make this statement and no doubt many of our readers will think it gratuitous, but the fact remains that thousands of dealers do not move hand or foot to make Christmas any different from any other season. Of course, these men carry the same spirit into their establishments in other respects, and make up the ninety per cent. or more who never make the game worth while. The man whose ambition is to get out of the rut will never resent suggestions, but will welcome even the crudest that may come his way.

The Window's Appeal.

The window is one of the most effective agencies for advertising at any time, but at Christmas the powers are enhanced fourfold. Everybody expects to find there attractions for Christmas requirements, and there are so many simple ways of trimming a window for the purpose that elaborate instructions are hardly necessary. With the abundance of materials available almost anyone can get up a suitable background or decorate the store attractively enough to make an impression upon the buying public. The main thing is to decide upon some definite plan and then follow it out. The matter of expense should be decided first and then the form the displays or decorations are to take. There are so many methods and designs for Christmas displays that it is almost unnecessary to go into details.

Suggestions for Christmas Trims.

As to general materials avoid dangerous displays in which cotton batting and other similar inflammable substances are necessary. Of course, the old fashioned Christmas tree window always takes, but it is messy and it is also doubtful whether the merchant gets much in the way of direct results from it. The same may be said of the use of time honored chimney or mantelpiece, which takes up a lot of room and also takes away to a considerable extent attention

from the goods. A better display and one that will lend itself to the main object of the window, which after all is to sell goods, may be obtained by the use of decorative materials, that are cleaner and much more effective when used with intelligence. Poinsettias, bells, colored balls, decorative rope and other accessories may be obtained from any supply house.

What Kind of Store?

The location and kind of store should have an important bearing in considering Christmas display. If you are handling high class goods the window should be trimmed accordingly with decorations used sparingly but of a more exclusive character. The goods to be displayed in this kind of store, will, of course, be ladies' evening slippers, men's house slippers, boudoir slippers and fancy novelties that appeal to the eye. And multiplicity of lines or individual shoes.

In a medium class store the decorations may be of a more general character, and a good display of shoes and slippers in fancy boxes give a fine effect. With the general shoe store the danger presents itself of crowding both the decorations and the goods. There may be a class of people to whom this may appeal, but the majority of buyers become confused when they see a hodge-podge even of pretty or fairly attractive goods. Make wise selections of goods that ought to sell at Christmas and give them a chance to be seen.

Some Christmas Specialties.

Of course, the time honored article for Christmas sale is the slipper in various forms and prices, but there are many things in the shoe store to-day that were not articles of general use in the days of our fathers. Most shoe stores to-day carry hosiery and where this is the case, this line should be used to the fullest extent in developing holiday sales. Then there are such articles as shoe trees, which almost everybody uses, spats, garters, and in some cases anklets have come into use in connection with the low shoe fad that is so prevalent. Ornaments such as buckles sell well at Christmas and are a source of profit.

Make it a point to display some of these goods with the regular lines shown in your window and they will undoubtedly impress someone who may not be interested in the shoes or slippers particularly.

Telling About It.

Your window is one way of telling the people it is Christmas and that you have goods that should interest them. But if you let it go at that you will miss all that the opportunity holds for you. You must let them know directly in some way of these attractions besides through your windows. It need not be through expensive advertising schemes, either newspaper or otherwise. After all the great point about Christmas is the personal touch. If you get out only a simple letter to your customers wishing them a Merry Christmas, it will get to the hearts of most of them. A little booklet is not an expensive affair, and may be designed to suit your business and purse. Then you should have your store methods touched up with the spirit of Christmas. Use fancy wrapping paper if not boxes, or colored string if not ribbons, and drop a little greeting card into your parcels and a bright word to every man, woman and child who enters your establishment. Put the spirit of Christmas into your business and it will return to you tenfold.

35% Lower Prices 25% Smaller Inventory

Doubled Sales Through Simplification—By E. J. Bliss, President, Regal Shoe Company in November System.

IT is extremely bad business to let a customer get away from you because you cannot suit him—no matter what you happen to be selling. You may find it good business to carry or to manufacture only one grade of goods. If you decide to carry only one grade you may go wrong—you may shoot over the heads of your public or you may shoot into the ground in front of them. It is the same with styles. The style appeal is emotional and is not governed by rules; meeting the style of the moment is largely an affair of judgment and experience. But if what you carry has the element of "fit" in it, then I take it as an axiom that you ought to be able to fit anyone who comes in.

Most retailers and manufacturers will agree with me, but if they know their costs they will agree sadly. They will say something like this:

"Yes, I know that turning a customer away because you cannot fit him will start the news about that you cannot fit anyone—and word-of-mouth advertising goes fast. But after each season when I hold a clearance sale to get rid of the odd sizes, I wonder if it is worth while—for a good share of my season's profits goes out in those sales."

My experience has been in the making and selling of shoes. But the size and style element in shoes differs from the size and style element in other commodities only in being more complex. There are 105 sizes in men's shoes and a store which claims to be complete must carry everyone of them. It is bad enough for a customer to go away from a store because you did not have his size. It is still worse for him to go away with an uncomfortable pair of shoes.

The sale of one pair of ill-fitting shoes will just about counteract a full-page advertisement. I am talking of men's shoes; of course the same principles apply to women's shoes. And, of course, these same principles apply to other lines. But here is the question:

"Is it worth while to carry all sizes if, at the end of the season, the profit vanishes in the 'end sizes' that are left on the shelves?"

I once calculated that in the shoe trade alone about \$100,000,000 a year is extra expense caused by "end sizes"—and that sum probably exceeds the net profit of the whole trade in a normal year. Fifteen years ago I said:

"Out of every 100 men who start into the retail shoe business, 91 go broke, and out of the 91 who go broke more than half of them are busted on 'end sizes.' 'End sizes' are the black angel of the shoe business."

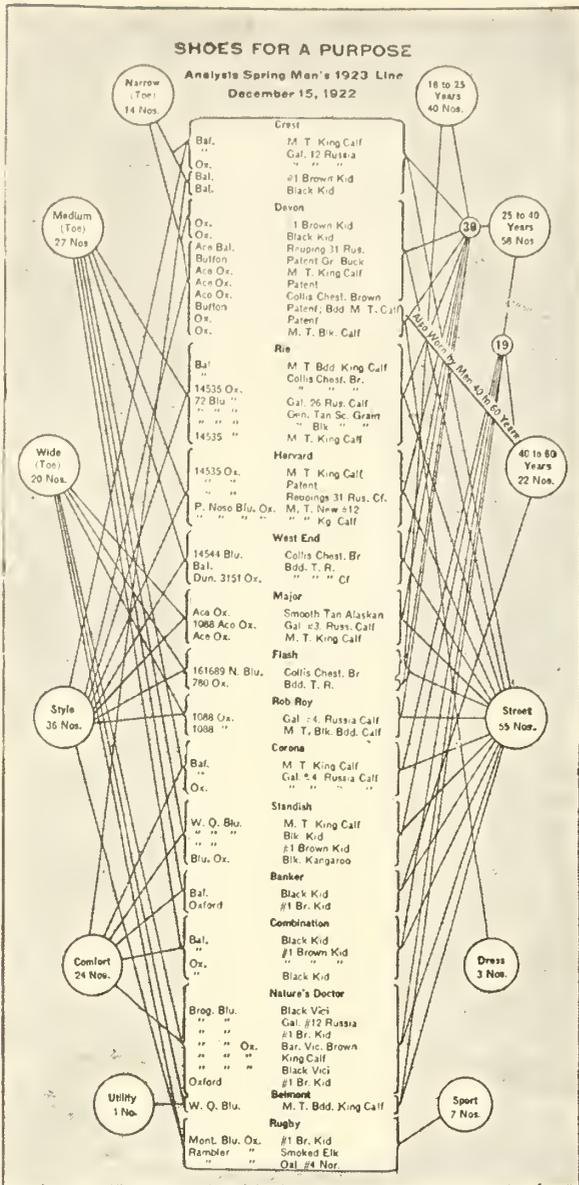
That is just as true to-day as it was then. At the time I made the statement I had been trying to find out how to get rid of the "end size" loss. All at once it occurred to me that the loss came not from carrying stocks extensive enough to fit anyone but from carrying stocks too extensive. The odd sizes were left over not because the people with odd-sized feet did not happen to buy, but because provision was being made for more odd-sized feet than nature turned out.

The ordinary shoe retailer has in stock from 25 per cent. to 33 1-3 per cent. of odd end sizes which from time to time he must clear at a loss. He prides himself, and justly, on being able to fit any sort of foot within normal range. Does he lose money carrying a full line? Not at all; he loses money because his stock does not fit his market. Fitting the stock to the market has been my large concern ever since the normal flow of business was interrupted by the war and the boom and the depression.

It turned out to be a process of simplification—of having what the people would buy and not having what they would not buy—which is just the aim of all retailing and manufacturing. We are apt to look

SIZE SHEET														
WOMEN'S SHOES														
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total
AAA					.003	.07	.216	.30	.21	.31	.19	.13	.23	.010
AA				.064	.24	.52	1.05	1.70	1.87	1.57	.96	.75	.06	.42
A			.003	.046	.42	1.05	2.73	3.37	2.87	2.32	1.96	1.16	.66	.10
B		.02	.07	.25	1.52	2.17	4.56	4.83	4.51	3.32	2.93	1.37	.72	.13
C	.003	.14	.68	1.56	2.73	3.73	5.06	4.93	4.28	2.93	2.23	.76	.39	.18
D	.02	.18	.54	1.25	1.84	2.66	3.84	4.28	3.30	2.56	1.96	.76	.46	.22
E		.07	.22	.66	1.2	1.9	2.5	3.2	3.0	1.1	.68	.07	.014	.014
EE														
Number of Sizes														
21 WHITE 68.95%														
12 YELLOW 18.62%														
13 BLUE 8.35%														
49 RED 4.08%														

MEN'S SHOES														
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total
AAA									.002					
AA						.002	.008	.05	.17	.35	.59	.82	.46	.39
A						.004	.008	.052	.33	.99	1.78	2.90	4.73	4.94
B					.012	.015	.12	.63	1.87	2.56	3.91	3.29	3.22	2.25
C			.068	.01	.94	1.81	1.55	2.65	3.84	4.51	4.93	2.65	3.95	2.43
D		.095	.02	.34	.68	1.2	2.22	3.14	4.00	4.84	3.62	3.10	1.76	1.34
E			.023	.02	.153	.324	.44	.68	.80	.74	.72	.46	.33	.14
EE						.009	.002	.004	.012	.01	.006	.012	.01	.002
Number of Sizes														
18 WHITE 62.26%														
17 YELLOW 23.09%														
18 BLUE 11.31%														
49 RED 3.34%														



A chart to analyze stocks

the 1900's we had to increase our base price to \$3.50 and then from time to time we added two more prices. It was not that I had abandoned the one-price idea, but the changed conditions seemed to make necessary a widening of the scope of the business.

Then came the war years and the after-war boom and we had to give up all thought of keeping to a fixed price, for the changing costs of raw material and labor made fixing a price just a gamble against the market, with all the odds in favor of the market. Our styles increased until in 1920 we had 2,500 styles and our average price was \$10.46.

How Changing Conditions Affected Our "One-Price Line" Policy.

And then came the depression and our customers went back to nearly where they were when we started business. They went back to watching pennies. And so did we—but with years of experience and investigation to guide us. We cut the price to \$6.80 and made a flat price for every shoe we manufactured—the original idea. We cut the styles to around 100—without one out of a thousand of our customers knowing that the lines had been cut. We continued to carry shoes enough in any store to fit any sort of foot—but by careful analysis of sales

and a device for keeping stocks in balance we have wholly cut the loss on "end sizes."

The price of \$6.80 was not high enough to cover our cost of production and selling at that time—not to speak of any profits—but I had the firm conviction that the economies of simplification together with the expected increase in volume of business would enable us to sell our shoes at this price.

The most important of these economies has to do with the elimination of the end-size waste—which has been brought about on principles that are of general application. We started out to find an ideal schedule of sizes to insure an equal turnover in every size and thus protect against a dead stock at the close of the season. Then I had to devise some method by which the exact condition of stocks would be kept always right in front of our eyes.

This is what we did. We tabulated over a number of years the sizes sold in our stores—which stretch from coast to coast. I had an opportunity to check up the results with the shoes made for the army during the war. It has always been supposed that the average size of foot varied with the locality—that the Northwest took larger sizes than the Northeast. That I have not found to be the case. It is true that in some sections people refuse to wear shoes that fit; the tendency in Portland, Oregon, is to wear the shoes too long and the tendency in New York City is to wear them too short. One of the several difficulties of the shoe business is overcoming the customer's conviction as to the size he ought to have. Shoe sizes are not standardized and one manufacturer's 10½ may be another's 10 or 11. This became very serious in the army; the men were at first permitted to select their own shoes. In consequence I found that in France more men were being sent back from the front on account of foot trouble than for any other reason. Most of them had taken the sizes they had bought at home; of course they had made no provision for the additional weight of equipment and also they had taken for granted that both of their feet were of the same size. In measuring thousands of soldiers I found that only in a few exceptional cases were the feet alike; the amount of the variation was astonishing—in 60 per cent. the right foot was longer and in 40 per cent. the left foot was longer.

Sometimes the variation was as much as two sizes. I devised a machine to determine the actual size of shoe required—for simply measuring the foot with the ordinary rule tells nothing at all about the size when the weight is on. The single group of privates during the war which varied from our retail standard measurements were the stevedores at Newport News. There we had to add a size 16 and we had one man requiring a size 18—I recommended that he be let go as too expensive to keep in shoes. Had I not actually compiled the figures I should never have believed that the men at Camp Upton, many of whom were drawn from the lower east side of New York, would have taken exactly the same assortment of sizes as the men in the camps of the Northwest and the South.

The result of the tabulation of men's sizes sold for a number of years in our various stores showed that 62 per cent. of the sales were made in 16 sizes; 23 per cent. of the sales were made in 18 sizes; and 15 per cent in the remaining 71 sizes.

That is, 85 per cent. of the business was done in

(Continued on Page 39)



A Statement To The Trade

The Shoe Manufacturers' Association of Canada, wishes to make it plain to the trade that it was not responsible in any way for the recent "contest" which was held in Toronto under the auspices of a United States shoe trade publication. Previous to the "contest" the Executive Committee of the Association definitely placed itself on record as opposed to encouraging campaigns, involving solicitation of advertising, by foreign (including United States) publications, and as recommending that members of the Association withhold their support from such campaigns.

Investigation has revealed that by misrepresentation the agent of the United States trade publication induced a number of Canadian manufacturers to enter the "contest" on the condition that, if they were "winners," they would buy a certain amount of advertising in such publication. The Association has seen, and can produce, a letter signed by the man who directed the "contest" and addressed to an associate in Boston, in which he stated frankly that "all.....are going to win," in order that the advertising contracts would be made effective.

The manufacturing firms which entered the "contest" did so in good faith, expecting that their products would be judged on a merit basis. The judges also are honorable men. They have repudiated the methods employed in the "contest" and have not been a party in any way to the misrepresentation. It is difficult to believe that even the principal proprietors of the trade publication concerned were cognizant of the discreditable manner in which the project was handled.

This statement is issued only after careful investigation and consultation with the judges and in the hope that publicity may prevent repetition of the highly improper methods used in this case, in the name of a foreign publication which heretofore has been held in high esteem in Canada, to obtain advertising from Canadian shoe manufacturers.

**THE SHOE MANUFACTURERS' ASSOCIATION
OF CANADA**

They Want Pretty Shoes

A SHOEMAN who has just returned from New York, Philadelphia and Boston, says that it is hardly possibly to specify just what is really selling, as anything in the shape of a pretty shoe goes well. Of course, straps are popular, but when you say that, you must remember that every dealer has his own idea of a strap and follows it out with his particular trade. As far as may be judged from what was seen of goods on sale and samples in process there will be nothing radically new introduced for spring. In fact, present styles seem to be in for an indefinite period of popularity. Here and there one finds a note of restiveness. For instance displays were seen of southern single-eyelet ties, of large buckled colonials and side laced oxfords, which do not represent any particular trend, but the desire for change, if ever so brief that permeates the trade. Nevertheless, there is not the restlessness that was noticeable even a few months ago. Manufacturers have become tired of hectic conditions as well as retailers and are moderating their pace. There may be a few changes when the turn of the year comes, but they will be neither radical nor numerous.

Some Metropolitan Innovations.

As has been already stated there are not many marked changes in the shoes being shown. The popular color seems to be black in ooze, patent and satin following the order named. Ooze maintains its leadership and promises well for spring not only in black but colors. Colored kid is also putting in an appearance and will no doubt figure in next season's goods, including such shades as sand, putty, grey, champagne with red, green and blue to some extent. Amongst the new styles are slashed oxfords and imitation oxfords with side gorings and crimped vamp. Colored designs are again putting in an appearance some of them with heavy buckles. A high cut side-gored shoe with fancy outcuts at top of throat and quarter indicates that this style is still with us.

The tendency is towards lower heels, slightly narrower toes and slightly longer vamps. Opera effects are in good demand with high-cut throat. One was noticed with a strap at side and close-up effect when buttoned. Gold and silver cloth slippers are in abundant evidence for evening wear with the preference for silver.

Western Style Tendencies.

In the west, the open weather has lengthened out the existence of light shoes, and straps are seen in great prominence even to the disadvantage of oxfords. Black ooze, patent and satin maintain their popularity, but are gradually giving way to the desire for change. Browns in deep shades are coming into favor, log cabin being popular in suede. Brown satin is developing considerably. Dark shades of brown kid are also increasing in favor and in welt goods colored calf holds its own. Some grey suede is seen but is gradually disappearing as the colder weather develops.

There are practically no changes in patterns. Fancy straps continue strong and amongst the popular things is a two button with front panels with cut-outs. Stocked fronts and side gores are also seen

but dealers are playing safe on side gores.

Round toes and French vamps maintain their popularity although a medium last with a somewhat broader toe and longer vamp is coming. Boxwood heels for walking and Spanish up to 17-80 for street and evening wear are in demand. Plain gold and silver cloth for evening wear is much in evidence as well as gold and silver kid.

AMENDMENT TO SALES TAX REGULATIONS.

Notice has been received by Mr. S. Roy Weaver of the Shoe Manufacturers' Association of Canada, of an amendment to the recent Government Sales Tax Regulations.

Regulations which were issued on Oct., 15th., to govern operation of the new sales tax effective January 1st., provided that manufacturers when selling to retailers or consumers should not show the tax as a separate item on the invoice. Immediate objection was taken to this provision, and some retailers interpreted it as a government ruling that the manufacturers should absorb the new 6% sales tax. This was an absolute impossibility as the tax amounted to much more than the manufacturers' profit, even when any net profit is obtained. Members of the Government denied any intention of requiring that the tax be absorbed by the manufacturers. It was found, too, the regulation was ultra vires of the Governor in Council and an unwarranted interference with business practice.

The sales tax law itself required that on sales by manufacturers to wholesalers the amount of the tax should be stated as a separate item on the invoice.

Shoe manufacturers already adopted the uniform practice of quoting prices and accepting orders strictly conditional upon Government Sales Tax being extra.

By the amended regulation the Government frankly recognizes the right of the manufacturers to sell conditional upon sales tax being extra to the price quoted, and to show the amount of the tax as a separate and additional item on the invoice.

The Canadian shoe manufacturers, other than a few houses which do a wholesale as well as a manufacturing business, have adopted the uniform policy of treating the sales tax as a separate and extra charge. In this way the retailer will be protected against any loading or profit on the sales tax itself. The manufacturers on their part will avoid responsibility for the amount which sales tax adds to their prices, in as much as such charge will be shown as a Government tax which the manufacturer is obliged to collect for the Government but in respect of which he derives no profit or advantage whatsoever.

An Eastern Ontario retailer who recently gave 1000 German marks with every dollar sale has the following to say on his venture:—

"I am very pleased to say it was very successful in every way. Our sales were almost doubled and most of our customers thought it a wonderful souvenir. That lots of them were wanting to buy them thinking they might come back to value. My past experience has also proved to me that giving away articles that appeal to children is also a wonderful booster for business, and for this reason I am always on the lookout for something to give away, but something different to the rest of the shoemen."



In Stock

5729—105 Brown Calf Lace
Oxford. Last 59

\$4.85

In Stock

5725—Brown Spartan Calf Lace
Oxford. Last 52

\$5.00

5726—Black Spartan Calf Lace
Oxford. Last 52

\$5.00



In Stock

5728—Brown Thistle Calf
Brogue Oxford. Last 54

\$5.25

Terms Net 30 days

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

K.B. FELTS

HARD SOLE

KUMFYS

SOFT SOLE

The approaching cold weather season raises thoughts of another following winter and warm footwear samples for the 1924 selling campaign.

The K.B. line of felt "Kumfys" for 1924 in both soft and hard sole, will be the most complete we have ever shown, and the quality, style and workmanship, fully up to past K.B. standards. K. B. samples will be in the hands of all the best Canadian shoe wholesalers early in the New Year.

Mr. Retailer be sure and see the K. B. Lines for 1924 and you will want them for your own customers.

The Cobourg Felt Company
Cobourg - Ontario

SOLD BY ALL LEADING CANADIAN SHOE JOBBERS

Mention "Shoe and Leather Journal" when writing an advertiser

35% LOWER PRICES*(Continued from Page 34)*

34 out of the 105 sizes and only 15 per cent. in the remaining 71 sizes. We carry women's shoes in 90 sizes and there the sales tabulated even more strikingly—87.57 per cent. of the sales being made in 33 sizes and 12.43 per cent. in the remaining 57 sizes. The highest percentage of business in men's shoes is done in size 8, width C—that is 4.98 per cent.; in women's the highest percentage is 4.89 per cent., which is done in 5½C.

I had charts drawn showing the exact percentage of business done in size. The 18 most popular sizes in men's shoes, in which 62.26 per cent. of the business is done, I put into a white field, for the stock in those sizes is safe; it is bound to sell. The next best 17 sellers—making 23.09 per cent.—I represented in yellow; that is the field of caution. The next 18 sizes—making 11.31 per cent. of the business—went into blue; that is the field of danger. And around these are grouped the 49 sizes out of which only 3.34 per cent. of the business is done; this I put in red. It is the T.N.T. field—if you get too many shoes there they will blow you up.

I had another chart drawn from a different angle. Taking the best selling size—8C—as 100 per cent., this chart shows what all the other sizes are doing while this size makes a complete revolution. The difficulty was in getting some of the sizes into the chart at all, for the 5½AA and 10½ and 11EE each sell to the extent of only .002 per cent.

There is no guessing in these figures; we know they tell the proportion in which properly fitted shoes sell anywhere in the United States.

Let us see what happens to the retailer who orders without the facts. Sixty pairs on a style is not an unusual purchase for a fair-sized shoe store. His order will commonly follow the size range shown on page 81. This is a fairly representative order for a store selling medium-grade shoes. It shows one pair of 5C to three pairs of 8C. Let us assume that a retailer buys 10 spring styles—60 pairs each on the "regular run." This will give him 10 pairs of 5C and 30 pairs of 8C. But the results of our studies show that this is all wrong. He should have 110 pairs of 8C (instead of 30) to balance his ten 5C's, or only 3 pairs of 5C (instead of 10) to balance his thirty 8C's. He is bound to have sizes left over.

The Government during the war did exactly the same thing as the retailer is apt to do. It had 8,000,000 pairs of shoes in hand or on order, and among them had enough 5B's to balance a stock of 24,000,000 pairs! It took me five months and eight days to prove that the order ought to be changed. We finally were allowed to change the sizes on 6,000,000 pairs then in process.

It is one thing to work out in figures just how many sizes ought to be on hand for an ideal stock and quite another to keep the stock from day to day in accordance with those figures. My experience has been that figures are not sufficiently impressive to force a store manager to know where he stands; the comparisons do not hit him in the eye the way they should. And in order that none of us could escape knowing where we were at every minute, I devised a control board to keep the condition of the stock right up in front.

I had large boards divided into 105 squares representing the 105 sizes carried in men's shoes. These squares are painted white, yellow, blue and red as

in the diagram I described. Then I have a number of washers, each of which is taken to represent a pair of shoes or a number of pairs of shoes according to the size of the stock which is to be controlled. Up from the center of each square projects a strong metal pin over which the washers may be slipped. Each of our stores has a standard stock worked out according to the amount of business done, this stock is planned as to sizes by the percentages I have described.

Each pin is exactly the height to take the number of pairs of shoes which ought to be in stock in that size—each pair being represented by a washer. When a pair of shoes is sold the washer for the size is taken off its size pin. If the stock is perfect each pin will be exactly to the top with washers. If a bare portion of pin shows, then the quality of that size is short. If the washers are piled up over the top of the pin, then that size is over. If a pin in the white field is over we do not worry, if a pin in the yellow field is over we may look for trouble; if any of the pins in the blue or red fields are over then that store is in danger of losing its profits.

The stores keep their boards up from sale to sale; at the factory we have a "master" board showing the aggregate quantity of each size on hand and on order regardless of style and this we arrange every Monday; then we know what sizes to put through the factory. For the size element is naturally quite as important at the factories as in the retail stores. The sizes in the blue and red fields are not only dangerous to have in stock but also they are expensive to make. Any shoe manufacturer can take you into his lasting room and show you bins full of "end size" lasts with hardly a tack hole in them, showing that only a pair or two of shoes have been made over them; while a middle size last, on the same style, has been used so often that the bottom looks more like a colander than a last.

Only since the board scheme went into effect have we been able to have complete control of our stock. It is just as simple to manage as a counting machine. It brings home conditions in a way that figures cannot. I remember showing an experimental board to one of our best store managers. He said:

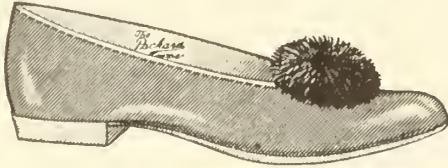
"That is just what I have been looking for. Now I shall be able to keep enough 5D's in stock."

"Check up your stock on it," I told him, "and bring the board over to the office so that we can see how you stand."

A couple of hours later he brought over the board. He did not have much to say. For instead of being short on 5D's he had to have a boy along to hold the extra washers on that square!

In all of the above I have said nothing about styles. The size control has nothing to do with style. In the shoe business style is, of course, important—although we and most other manufacturers do our real business in staples. But the big losses come through stocking the wrong sizes. A mistake in style can be caught; it is possible by a price inducement to move a style on which you have erred. You may have to take a loss but more than likely you can get through with only a sacrifice of a part of your profit. But having the wrong sizes is having shoes for feet which do not exist, and the only way to get rid of such shoes is by so marking them down that the customers who wear 9½-AA's will buy many times more shoes than they can have any possible use for—which means all but giving the shoes away.

PACKARD'S



BOUDOIR

SLIPPERS

ALL
COLORS
and
SIZES

ARE GREAT SELLERS FOR THE CHRISTMAS TRADE

HOW IS YOUR STOCK?

We Are Prepared To Rush Your Order

OVERGAITERS

WE CAN GIVE YOU

Quick Delivery

ON SORTING

L. H. Packard & Co., Limited

15 ST. ANTOINE ST.,

MONTREAL



*You can't make a quality shoe
with poor thread.*

Sewing good leather with poor thread is poor economy. Do your sewing with a thread that's guaranteed for quality, size and strength,—that is

BARBOUR'S LINEN THREADS

They are made by a firm that specializes in Linen Threads only, the strongest sewing materials made. They eliminate the complaint that the sewing didn't hold.

Good stocks carried at

FRANK & BRYCE, Limited

Toronto

MONTREAL

Quebec



Side Lights On Style Platform

Colors for Spring—Side Lights in Official Style Report.

AT a meeting of some two hundred prominent retail shoe dealers held at the Waldorf Astoria, New York, on Nov. 13th., the chair was jointly occupied by H. C. McLaughlin, Chairman of the N. S. R. A. Styles Committee and John C. McKeown, General Chairman of the National Boot and Shoe Manufacturers' Association.

Colors For Spring.

Margaret Hayden Rorke, managing director of the Textile Color Card Association, spoke on colors for spring, and amongst other things said:

The world is a stage and colors merely players; they make their entrances and exits. Each hue in its time play many parts. This is the way with color. There is nothing new in color. Nature has given us every hue that can be imagined and we must combine them—co-operation in colors.

Brown—you may say we have had it for so long, but you are not finished with the brown of the various shades; brown has not reached its zenith. It is one of the fascinating and charming colors which will continue. When I say brown I mean especially the lighter range of browns which are so much favored by fashion and which every one will use.

Gray is always a stimulus in Spring; gray will be used.

The most interesting feature of color is a revival of blues; blue as a style feature has not been what it is coming to be. You have many phases of blue, but they crystalize into two phases of blue, the Chinese blue, which brings in the virile tones of color, and the blue of the Second Empire period. Fashion and color work with the periods back of them.

Navy blue in the past has been a dead issue because black has been triumphant so long. However, navy blue has come up on the horizon; the lighter shades of blue will be widely used for spring and summer.

The beautiful shades of yellow will be good, the deep orange tones; yellow and white will be used together and yellow and black.

Black and white will continue to be used.

There are greens of distinctive character, the gray-green of the Russian waters; the jade type of green and the apple shade of green.

Royal purple—thumbs down.

Red—there is a distinctive new type of red and that is lacquer red. The color which is distinctively individual, a Chinese, copper red, not the flaming type of brilliant red, which will register for spring. In combining shades there must be an affinity between the shades. Lacquer red is a very, very important color which could be put across with a certain amount of style and cleverness which is new.

But from present indications yellow and green will be popular rather than red and blue.

Summary of Opinions.

Mr. McKeown spoke of the foreign influence on the American scheme of things being more noticeable on millinery and gowns than on shoes; that

after a trip abroad one returns with the feeling that the American woman is the best dressed in the world and that American manufacturers make the best shoes in the world; proud of the fact that he is a dead and out American.

M. R. Vocher of Harper's Bazar said—The two distinctive features that mark the footwear of the representative Parisian women are that they are not only becoming but flattering to the feet and they complete the costume. The lines of the foot are as important as those of the face.

Black satin in Paris is being replaced by brown satin because brown is on its way to becoming the chic color; tan satin is also good; newest of all is tan and navy combined; the newest ornaments are the small rhinestone replacing the large rhinestone ornament; metal cords and stitched braids are used.

H. C. McLaughlin:—With all the emphasis on light weights in footwear, 50 per cent. of our business in our store on women's footwear is on welts.

Frank B. King:—The manufacturers' travelling representative should be equipped with some sort of costume and color guide with more definite suggestions as to appropriate style, color and type of shoe to be worn on various occasions.

Maurice Weiss:—Do we believe, as a body, that straps will predominate? The committee does.

Mr. Otto Adams of Chicago said:—We have been able to sell most anything that looks good on the foot and fits well, whether it be oxford, strap or colonial. I think straps are going to prevail; also shoes upon which buckles can be worn will be in large demand. This is what we expect for the first three months of the year.

William Kaufman of San Francisco:—For the next three months pretty shoes will be in demand; anything good looking will be sold in quantities.

Shoes for Occasions.

A radical change in the way the National Style Report is made up was recommended by Frank E. King, head of the Styles' Committee of the National Shoe Travelers' Association. He urged that the industry should change its front. Instead of classifying shoes as Women's Conservative Welts, Fashion Welts, Sport Welts, Women's Conservative Turns, Fashion Turns and Evening Slippers, that it should take all in under the slogan SHOES FOR OCCASIONS, the proper shoe for morning wear, informal afternoon wear, afternoon wear, evening wear and sport wear, and to do it in both women's and men's footwear so that more shoes could be sold to the purpose for which they were created.

The debate over this lasted two hours and the meeting finally adopted Mr. King's plan. This necessitated some revision of the style report.

DOMINION NEWS.

The Dominion Rubber Co. recently published a very interesting folder on their many rubber lines which they mailed to over 250,000 homes in the rural districts and small towns in Canada. The advantages of rubber footwear on the farm, around about town and for the children's use are all detailed in a clear, concise, and readable, style. It carries to the reader a story of Dominion Rubber products that appeals to them because it puts the merits of rubber footwear in a bright attractive way that entitles it to carry the name it does.—Dominion News.

Appearance or Quality

IT is a fact well known to leather men that the demand for appearance often has a tendency to force practices on the trade which, if they do not injure the product, at least do not improve its quality. Among these is the insistence for a sole leather that shall be pleasing and uniform in color. This in spite of the fact that shoemaking practice and the wearing of the shoe make the process of little or no effect.

There is no question that a nicely bleached side of sole leather looks better than one in the natural color. It is easier to sell, because the trade have taught themselves to demand it. That it also costs more to produce is generally overlooked.

The question is discussed by Dr. J. Gordon Parker, a prominent leather chemist of England in a letter to the *Shoe and Leather Record*, as follows:—

"I am sure that the trade owe you a debt of gratitude for so boldly tackling this matter of the deterioration which has undoubtedly taken place, and trust that the warning you have so clearly given will be heeded. This subject is one that I have always had a great interest in, and for years I have been preaching the same sermon (I am afraid, without much effect). In season and out of season I have stated that the buyer of sole leather is responsible for the deterioration which has undoubtedly taken place, and the root of the whole trouble is the absurd question of colour.

"For some reason which, in spite of nearly forty years' experience in the trade, is still unknown to me, sole leather to sell freely and to please the buyer, must be of an even yellowish fawn colour; the lighter the shade of colour, the easier to sell, and, in many cases, the higher the price paid. Yet it must be known to every leather-buyer that such colour cannot be produced by any normal method of tanning, or by the use of the well-known tanning materials by natural means. It is a fake colour, obtained by bleaching, and in most cases by the use of injurious chemicals.

"I assert without fear of contradiction that this bleached effect can only be produced at the expense of quality, and with a consequent reduction of the wearing and water-resisting properties of the leather.

"If buyers could be educated to accept a natural coloured leather, unbleached, the tanner could produce it at least a penny per pound cheaper than the bleached article, and from the wearing standpoint, which should be, after all, the buyer's standpoint, would be worth pence per pound more.

"The British tanner, when making his contracts with the extract manufacturer, is forced to stipulate for a certain degree of colour. This means that the tanning extracts from France, the Argentine, South Africa and elsewhere are now manufactured under the supervision of expert chemists; the difficultly soluble gummy substances are removed by chemical means, and the extracts are bleached to a shade of colour that will pass the English tanner. The tanner, on his part, is restricted in his tanning materials to blends which will give a light shade of colour in the finished article. He is debarred from using such materials as quebracho, mangrove, hemlock and oak-wood in large quantities, because they would either

give a dark or a reddish tone to the leather.

"Good sole leather, when it comes from the pits, has to be scoured. This scouring process removes from the leather difficultly soluble gummy compounds of tannin, which have water-resisting characteristics, but if not scoured out would leave the leather a dark shade. It has taken the tanner weeks, or even months, to deposit these substances inside the leather; then, to please the buyer, he ruins its wearing property by an expensive process of bleaching.

"Having bleached the leather, then comes the difficult process of shedding or drying. The leather has to be dried in the dark, protected from any cold winds. Special soluble oils have to be used, which, in their turn, again contain bleaching agents, and neither have, nor impart, any water-resisting properties, because they are chemically treated.

"All these processes mean not only loss in weight, but time, labour and expensive materials. Why are they adopted? Because the buyer, in his ignorance, demands this faked colour.

"The resulting product, bleached to please the buyer, then goes to the boot maker or shoe factory. The soles are cut out, and before they are ready for the machine or for the village cobbler, are soaked in water. This at once destroys the bleached effect. They then pass through the various processes of wetting and stitching, and when the boot is practically finished, the sole, covered with grease and iron stains, is cleaned off on a buffing or similar machine, and afterwards painted over black or brown with some spirit varnish, covering up the colour which has cost pence per pound to produce.

"I do hope that you will not let this subject drop. It surprises me that the British tanner has not rebelled against this absurd practice long ago, but I have not lost hope that some day the boot manufacturer, who is, after all, the ultimate consumer of sole leather, will realize that this unnatural colour is only produced at the expense of quality. If he would accept leather produced in its natural shade of colour, he would be able to buy a better product at less price than he pays to-day for the bleached article which he demands, and would receive leather possessing better wearing and water-resisting qualities."

EIGHT TIPS ON ADVERTISING.

"First. Have your advertising appear regularly in uniform size space. A large number of relatively small advertisements is better than a few larger ones published at irregular intervals.

"Second. Be sure to secure individuality of appearance, a certain style—and stick to that style. By doing this your advertising will always be recognized.

"Third. Make your advertisements newsy, bright and cheerful.

"Fourth. Be definite in your copy. Tell your story so there is not the slightest doubt or uncertainty in your reader's mind as to what you are selling.

"Fifth. Be brief. But be sure to tell the whole story.

"Sixth. Build up a reputation for always telling the truth in your advertising.

"Seventh. Under-state the values you offer rather than exaggerate them.

"Eighth. Use pictures. An advertisement with pictures will attract more attention than one without pictures."

—Printers' Ink.

Specializing The Cure

Writer says Remedy for Unsatisfactory Status of the Shoe Trade lies in Specialization—Recommends Separate Stores for Men's and Women's Goods.

HERE is no doubt that the live issue to-day in the shoe business is women's shoes. The Style question is alike to manufacturer and retailer a nightmare but the great question after all is that of profit. With the multitude of lines and the frequent changes neither maker nor distributor is making any money out of the game.

The production and handling of women's shoes is placed upon the same basis practically as men's although everybody knows that it cannot be done.

Here is a letter from a British Columbia retailer that discusses the subject from this angle. It will be read with considerable interest by all sections of the trade, and will no doubt occasion comment.

In your issue of October 1st, 1923, under the heading of "Frequent Style Changes" I have noticed quite a few intelligent shoe dealers giving their opinions as regards our shoe troubles, and nearly every one of them is of the opinion that the manufacturers are mostly to be blamed for creating too many styles, and there should be some co-operation between the manufacturers and retailers with a view to styles reduction.

It reminds me of a case where a fellow had a continuous headache, and he decided to cut his head off so his headaches should stop. Can't all these shoe dealers realize that by cutting down the styles they will have so many styles less to sell and this means going backwards. The woman of to-day is buying because she is tempted by new creations, new styles, and if any shoe store wants to do the business it has to give to the customers what they want, and without new styles, and plenty, business will be cut in half.

That means when a fellow has a headache maybe something is wrong with his stomach, and by clearing his stomach he will not need to cut his head off, as he can't very well do without it.

My opinion is that our Shoe troubles lie in the ladies' shoe department. For the last few years ladies' shoes have become a millinery proposition, and consequently they will have to be treated as such to be a success. Women want new things, new styles. Give it to them, don't fight them. You can only sell your goods when you please them, and you must have all the newest creations and plenty of styles to please the ladies, but to make a success of it you will have to treat your ladies' shoes like millinery.

In the near future there will be no shoe stores for the whole family, which is our main trouble to-day. Men's clothing stores don't sell ladies' apparel, men's hat stores don't sell ladies' hats. There will be men's shoe stores and exclusive ladies' shoe stores, and children's shoes will be handled by department stores. When a man buys a hat he has to pay six or eight dollars, when a woman buys a hat she has to pay \$10, \$15, \$25 and more; a man pays for a suit of clothes \$50.00 odd, a woman pays a hundred.

As we have it now in our shoe store for the whole family a woman expects to get a pair of shoes

at the same margin of profit as a man,—is she entitled to it? We need five styles to satisfy man, fifty-five are not enough for ladies. One clerk in the men's department will take in more money and work less than three in the ladies' department.

The remedy is to have exclusive men's and exclusive ladies' shoe stores. A ladies' shoe store has to carry, let us say, about \$10,000 stock, and sell it completely every season like a millinery establishment. At the beginning of the season the price for a pair of ladies' shoes will have to be sold like ladies' hats \$10, \$15, \$20, \$25 according to the style, and at the close of the season at giving-away prices. The dealer will start up with a new \$10,000 stock for the next season and sell in the same way.

But you have to have plenty of styles and varieties which will make women buy four times or more a year. Cutting down the styles means cutting off your head, and women will only buy once or twice a year like men do.

Some Anomalies Of The Sales Tax

A PROMINENT shoe manufacturer calls our attention to a peculiarity of the sales tax application that we have not hitherto seen raised. He says that with a manufacturer selling to both jobber and retailer the following situation results. Supposing the price of the shoe to the retailer is a dollar, the tax brings the cost to \$1.06. But the manufacturer sells the same shoe to the wholesaler for 80 cents, on which the tax would be 4.8 cents, making a difference of 1.2 cents in the tax paid to the Government. The whole scheme is full of difficulties of this kind.

A prominent Montreal manufacturer speaking about it recently declared that few business men understand what it means and that there is certain to be chaos and confusion in business circles when it takes effect. Scarcely a manufacturer in the country to-day can tell with accuracy on what basis the tax will be payable or whether it will be included in the price or charged separately. Hundreds of firms, he added, who have to get out price lists, effective from the New Year, have been in an absolute quandary and at their wits' ends to know what to do.

The Act is positively weird in its complexity and absurdities. Simplicity was the declared object of the Government in abandoning the old law and substituting this new law, but the result is the very reverse.

According to the law, varying taxes are collectable on the same quantity of goods according as they are sold wholesale or retail. The regulations also provide for the establishment of wholesale prices, where none exist, and of retail prices in certain classes of cases, involving interminable and time-wasting investigations by the Department of Customs. Wholesalers are divided into two categories—licensed and unlicensed—the former being favored at the expense of the latter. The licensed wholesaler does not have to pay the tax unless he sells to a person who is not a manufacturer. The unlicensed man has to pay the tax on everything he buys and he gets it back when he sells to a manufacturer.

Difficulties Over Rebate.

It may take him months to get the rebate because the Department is bound to be congested with claims. Some of these unlicensed wholesalers assert bitterly that they will not be able to get the refund because of the impossibility of furnishing the proof required. Others say the expenses of producing proof would not justify their going to the trouble of making claims.

The Act, on the one hand, provides that a manufacturer selling to an unlicensed dealer has to show the tax as a separate item on the invoice, and the regulations, on the other hand, declare that manufacturers selling to retailers shall not show the tax as a separate item. Another part of the law is so worded that the disclosure of the profit of the seller has to be made to the buyer.

The provision that a manufacturer can get a rebate of the tax paid on raw materials in his possession on January 1st., when they are used in making articles subject to the tax, opens the door wide to fraud, because it will be impossible for the Department to make the necessary thorough check of inventories in every case. A host of auditors would be necessary to do the work properly and that host will not be provided. Think of the time there will be spent and the expense incurred by business men in preparing these inventories and claims for rebate and the additional expense to the Government in their attempts to check them, to say nothing of the loss of revenue, which will undoubtedly accrue.

A STANDARD STOCK-KEEPING SYSTEM

(Continued from Page 28)

livery is made, it is entered on this record. When the shoes are sold, the sales are entered on the sales summary sheet; at the end of each week this is totalled, and the stock record is brought down to date.

Benefits of System.

The benefits of this system are stated thus by the Harvard Bureau:

"This stock-keeping system furnishes the retailer with records to guide his buying and to aid in obtaining a faster stock-turn. The consolidation sheet shows which styles, sizes and widths have been most frequently demanded by his customers. By basing his orders at the beginning of a season on his previous experience, he can buy intelligently. During the season the sales summary sheet shows constantly which stock numbers are moving and which, if any, are stagnant. For styles, sizes and widths which are in demand, the records on the size-up sheets and the order records provide a necessary guide for replenishing his stock. By regulating his orders and his stock in accordance with these records, the retailer can meet the requirements of his trade and at the same time insure a rapid stock-turn."

WALK AND BE HEALTHY.

If we can only get the girls throughout the country to walk as they are reported to be walking in St. Thomas, the shoe and leather business would soon adjust itself on a reasonable and businesslike basis. The following report in the Toronto Star Weekly is of interest to shoemen.

St. Thomas boasts that "perfect thirty-sixes" are becoming more numerous in that city as a result of the walking habit that the fair sex is acquiring in its quest for a good figure. That city has long been renowned for its beautiful girls. If the damosels there are adding to their charms the girls in other communities may well despair.

Twenty-mile walking trips to London, Port Stanley and other places are taken by Flower City maidens to keep down their weight. They have induced some of their gentlemen friends to accompany them on their hikes, which proves how great are their attractions.

The girls of St. Thomas have started something that may affect the traffic revenues of radials and street railways and weaken the automobile habit. Girls in other parts of Ontario will not want to be outdone in beauty or health. And the young men elsewhere will scarcely be less gallant or show less fortitude than those of St. Thomas, where the scarcity of boys makes for arrogance.

ANNOUNCE WINNER IN NEXT ISSUE.

Announcement of the winner of the Shoe and Leather Journal's National Slogan Contest will appear in our Dec. 15th. issue.

The slogans entered numbering well over 300 have been received from England, and the States, as well as from the Coast to Coast of Canada.

The judges difficulty to decide the winner from such a large number of entries has caused the present delay, but by the slow process of elimination this is being overcome, and the coming issue will tell the whole story.



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. Inc.

New York

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

Among The Shoe Men



Mr. A. N. Thompson, General Sales Manager of Ames Holden McCready Limited, Montreal, has just returned from a flying trip to Winnipeg.

Mr. Geo. Robinson was one of the Montreal shoemen to visit Ottawa recently on business.

Mr. Jules Payan, of Duclos & Payan, was a recent visitor to Quebec City.

Mr. J. G. Settle, of the Murray Shoe Co., London, was in Toronto last week.

Mr. W. F. Martin, of Kingsbury Footwear Co., Limited, Montreal, spent some time lately in Boston and other American cities in the interests of his firm.

Mr. R. B. Griffith, of Hamilton, Ont., has been spending some days in Montreal.

Mr. L. W. Johnston, of the Talbot Shoe Co. Ltd., St. Thomas, displayed his samples at the King Edward Hotel, Toronto, last week.

The late James Robertson, of Montreal, left an estate of well over a \$1,000,000.

Fire recently caused heavy losses to shoe manufacturing premises of Messrs. Joseph A. Desautels & Co., of Montreal.

Mr. F. A. Williams, of the Tred-Rite Shoe Co., Otterville, has returned from a business trip in the West.

Mr. G. H. Ansley, of the Perth Shoe Co., was a recent visitor in the West.

Mr. J. A. Sullivan, of the Talbot Shoe Co., St. Thomas, spent a day or two in Toronto recently.

Mr. J. E. Warrington, president of the John Ritchie Co., Quebec, was a recent visitor to Toronto, where he gave a very interesting address to the Ontario Section of the Canadian Manufacturers' Assoc., on Shoe Manufacturing in Canada. Mr. Warrington outlined the growth of the trade during the past 30 years, in a graphic and appealing style.

Mr. J. H. Ansley, of the Perth Shoe Co., paid a short visit to the Queen City recently. Mr. Ansley believes that business is looking up and that it is steadily improving.

Mr. W. H. Duffield, of John McPherson Co., of Hamilton, called on the trade in Toronto last week.

The Brandon Shoe Co., of Brantford, who were burnt out some time ago, and who have been fighting the insurance companies for the past few months, have secured judgment against the insurance companies for \$180,000. The erection of the new plant can now be commenced forthwith. We understand that the plans were drawn up some time ago.

It is reported from Ottawa, that there has been an increase in the importation of shoes from England, during the past year to the value of \$175,000, due largely to the favorable exchange conditions.

Mr. Clarence Girvan, manager of the Oak Hall Shoe Department, St. John, N.B., has resigned. Mr. L. S. De Voe has been appointed manager.

The Surpass Shoe Co., of Montreal and Quebec has purchased the Royal Shoe store on Yonge St., Toronto.

Mr. Boyer, of Boyers Shoe Store, Sudbury, was a recent Toronto visitor.

Mr. H. D. McKellar, of Oscar Rumpel, Kitchener, is displaying his samples at the Queen's Hotel, Toronto.

Mr. Ed. Wettlaufer, of Chas. Ahrens Co. Ltd., has just returned from an extended trip through Western Canada.

DUFRESNE & LOCKE MEN VISIT STYLE CENTRES.

Mr. C. Dufresne, general sales manager of Dufresne & Locke, Ltd., Montreal, accompanied by Mr. Peter Chouinard, style man, has returned from an extended trip to New York and other American style centres. This trip was taken for the purpose of picking up new style ideas for the benefit of those attending the coming Shoe Trade Convention in January. Mr. Dufresne and Mr. Chouinard have returned well supplied with the latest ideas and much valuable style information, and the trade may expect to see some very interesting results in the new creations which will be featured in this firm's lines during the Convention.

DUPONT & FRERE, LIMITED EMPLOYEES HOLD ANNUAL OYSTER SUPPER.

On Saturday evening, Nov. 24th., the employees of Dupont & Frere, Ltd., Montreal, held their Annual Oyster Supper and Dance. The event took place in the firm's spacious warehouse, Aird Ave., Montreal. The large attendance, which numbered over three hundred, included employees of the firm and their friends and many members of the shoe and allied trades as invited guests.

Mr. A. L. Dupont, head of the firm, was requested by the employees to preside at the gathering, and the efficient and cordial manner in which he did the honors, was a delight to all. Mr. G. Guibord was master of ceremonies, and he, with the committee who organized the proceedings, deserve great credit for the well arranged plans and the splendid way in which they were carried out.

The Montreal Orchestra furnished the music during the evening, and with the oyster supper, refreshments, music and dancing, there was plenty of enjoyment for everybody.

In the early hours of the morning the gathering broke up, regretting the close of such a pleasant event, and all hoping to be alive and able to attend next year.

Mr. A. C. Gunn, of Vancouver, when renewing his subscription to the Shoe and Leather Journal recently, had the following to say on its behalf:—

"In order to keep in touch with the Shoe and Leather world it is absolutely necessary that I receive your valuable Journal with its information which one connected with this line of business cannot afford to miss."

SUDDEN DEATH OF MR. JOSEPH HARPER.

Mr. Joseph Harper, prominent in shoe and leather circles in Montreal and superintendent of the sole leather department of Ames Holden McCready, Limited, died suddenly on Thursday morning, Nov. 29th., at his residence Delorimier Ave., Montreal.

Mr. Harper came to Canada from the United States about fifteen years ago, first locating in Quebec City, where he occupied positions with various shoe factories, among them being the W. A. Marsh Co., Ltd. He joined the Ames Holden McCready Co., in 1916 and has been connected with that firm ever since.

Mr. Harper was for some time vice-president of the Shoe Superintendents' and Foremen's Association of Montreal, in which organization he took an

active part.

Funeral service was held at St. Dominique's Church on Friday morning previous to the remains being sent to Boston, Mass., and the very large attendance at the funeral included some 200 members of the staffs of the various shoe factories throughout the city.

Mr. Harper was forty-seven years of age and leaves a widow and one fifteen year old son.

45TH. ANNIVERSARY.

Waterbury and Rising Limited, retail boot and shoe dealers, of 61 King Street, St. John, N.B., and 679 Main Street, observed their 45th. anniversary recently. The firm was founded in 1878, by Mr. E. L. Rising and Mr. G. H. Waterbury, the two beginning business in the Union Street store. The business was extended 42 years ago to the King Street store and later to the North End establishment. Thirty years ago the firm entered the wholesale trade, maintaining this branch of the business in Prince William Street. The wholesale branch was discontinued last year.

The officers of the firm include: President, E. L. Rising; Vice-President, Harold W. Rising, who are also directors; W. C. Rising and C. H. Smyth, manager of the Union Street store, who are Directors.

It is interesting to note that Mr. Smyth has been 45 years with the firm, he having entered its employ at the Union Street store when he was a boy.

The Main Street store is in charge of Mr. R.C. Thomas, another live wire in the trade.

Mr. Waterbury retired from the firm eight years ago.

Another member of the firm who contributed in no small degree to its prosperity was Percy M. Rising, manager of the King Street store, who died in 1921. Mr. Percy M. Rising, went overseas with the 104th. Battalion, and after serving in England, went to Bonn, Germany, as captain in the 26th. Battalion, returning home with that unit.

THE HORSE SHOE HUNT CLUB.

The Horse Shoe Hunt Club had its eighteenth annual hunt last month and in every respect it appears to have been the most pleasant and successful in its history. In the first place the weather was ideal and this year a fine radio receiving set was installed which put the camp in touch with the outside world

Edwards & Edwards Limited

TANNERS OF

SHEEPSKINS

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSSED LEATHERS

ETC., ETC.

Edwards & Edwards Limited

Head Office	Tanneries
27 Front Street East	Woodbridge, Ont.
Toronto	
Quebec and Maritime Provinces	
Represented by	
John McEntyre, Limited - Montreal, Que	

HOTEL

Essex

OPPOSITE SOUTH STATION ABSOLUTELY FIREPROOF

400 rooms, 300 baths, \$2.00 a day and up

All the comforts and conveniences of modern hotel service are yours at the "Essex." You could pay more, but where could you get more? On your next trip to Boston, register at the "Essex."
We advise making reservations.

J. J. McCarthy, Pres. Telephone Liberty 3520	THE ESSEX HOTEL COMPANY BOSTON, MASS.	T. A. McCarthy, Tres. Cable Address ESSEXO
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during the evenings when the members were able to enjoy concerts, addresses and entertainments broadcast from the principal centres. Hon. E. J. Davis was particularly successful this season and gave ample evidence of the fact that his eye and readiness of hand in the woods are unimpaired. The party, of course, got its full count of deer and came back well pleased with the outing.

This year the following regular members were present: Elmer Davis, Kingston; Heber Little, Guelph; Robert Carter, Toronto; Rev. Dr. Harper, Huntsville; J. R. Y. Broughton, Newmarket; E. J. Davis, Jr., Newmarket; Hon. E. J. Davis, Newmarket. The visitors were Jas. Acton, Toronto, Archie Campbell, Toronto; Wallace Murdock, Toronto; Wm. Linton, Toronto; Dr. Webb, Newmarket. Visitors who have had experience with other clubs unanimously pay to the Horse Shoe the compliment of being the best organized and most systematically managed club they have ever taken part in.

NEW OVERSHOE INTRODUCED BY AMES HOLDEN McCREADY, LIMITED.



In this new overshoe illustrated above, Ames Holden McCready, Limited, are being credited with introducing to the trade a notable innovation in overshoes. It is called the "Lightning Over", and in view of its improved features of adjustment it is aptly named.

It has a specially designed folding pocket at the front which not only allows greatest ease in putting on the overshoe, but folds up without effort and causes no bulkiness. There are no buckles or buttons, but the overshoe is closed by means of a special slider, a contrivance which is easily moved up or down allowing the front of the shoe to be closed or left open to any height desired. There is an attractive cuff construction at the top which is adjusted by two dome fasteners. The overshoe is modelled to give a very neat fit, particularly around the top and at the instep, and while thus displaying a very attractive appearance it has in addition all the features of warmth and comfort essential in this type of footwear.

Although the "Lightning Over" has been shown

only for a short time, Ames Holden McCready find that the retailers who have seen it placed orders immediately, resulting in production being sold well into next year. It will be one of the most popular models in this firm's well known lines.

SHOE TRADE CONVENTION NOTES.

Arrangements for the Joint Shoe Trade Convention to be held in the Windsor Hotel, Montreal, Jan. 21st., 22nd., and 23rd., 1924, are rapidly progressing, and keen interest is being shown by members of all branches of the trade in the coming event.

Sample Rooms.

Over fifty applications for sample rooms already have been received. These rooms will be allocated under the direction of the Joint Executive and Finance Committee, in the order in which applications are received.

Souvenir Programme Book.

The Convention Committee will issue a souvenir programme which is now being prepared. It is planned to make this a very attractive book, one that will be not only valuable as a complete guide to the Convention proceedings, but also worth keeping as a souvenir and reference book on account of the trade information and other interesting features it will contain.

Convention Committees.

The following Convention Committees have been appointed:—

Programme Advertising and Advance Registration Committee: C. R. Lasalle; D. F. Desmarais; Wilfrid Gagnon; H. V. Shaw; W. Girouard; Louis Adelstein; and two representatives of the National Shoe & Leather Travellers' Association still to be named.

Luncheon Committee: W. F. Martin; A. Daoust; Geo. Robinson; and one representative of the National Shoe & Leather Travellers' Association still to be named.

Banquet Committee: Jos. Daoust; A. Lambert; A. Demontigny; and one representative of the National Shoe & Leather Travellers' Association still to be named.

Reception Committee: S. E. Wygant; N. MacFarlane; P. A. Doig; N. Cummings.

Railway Rates.

By reason of the large number of persons attending the Convention who buy commercial tickets, buy return tickets on the party plan, or for various reasons buy round trip tickets, the Convention Committee has decided not to make application this year for a convention rate on the certificate plan. The Committee points out, however, that a party of ten or more when travelling together on the same train and on the same day on the going trip, can buy return tickets at the rate of fare-and-one-half. While it is required that the party of ten or more travel together on the going trip, they may return separately, as long as they return within ten days from the going date.

The railways are co-operating with the Committee in arranging for parties on this special rate.

Gifts From The Shoe Store

THE giving of Christmas gifts is a yearly event that causes many people hours of worry and study, in their endeavour to give a practical serviceable gift that does not cost too much. Everything sold in the shoe store makes an ideal gift from hosiery down, and there is no reason on earth why the shoe store shouldn't do a larger business in this trade than it does.

The retailer on the outskirts of a city would have a different problem to face than the man who does a down town trade, but there are nevertheless certain features and methods of business that can be applied to both of them. The first gun to be fired is of course on the early shopping question. This should be featured in the advertising, windows, and in any other form of publicity used by the shoe store.

The main features to be emphasized in the advertising are the selection of stock, the time and worry saved by shopping early, and the satisfaction to be had by having all Christmas presents bought before the last minute rush. It would also be an idea to list all the gifts procurable in the shoe store, what they are and to whom they can be given.

If special Christmas bargains are to be featured they should be well advertised, with the price and the time the sales commence.

Other features worthy of display in the advertisements are talking of Christmas sentiment, the appeal to the purse, shoes as practical gifts, and the exchange of goods after Christmas, if that policy is followed. In window displays, something real snappy could be arranged as this season of the year lends itself to window trimming, Christmas scenes and fireplace groups, and the usual stock of attractive trims can be called upon to dress an appealing Christmas window. A certain amount of appeal should be there for the kiddies, they are about the greatest boosters you can get for pleasing Christmas window, say with Santa Claus, going down the chimney or something of that nature.

If special bargains of Christmas merchandise are offered it would be a wise move to arrange tables down each side of the store, each table being devoted to one style of shoe or slipper and with one price. This would allow easy selection by customers and prevent mix ups in sizes and prices. Hosiery would of course feature as a Christmas gift, and if a Christmas box could be given with each sale it would no doubt do much toward increasing sales. As we have said before, every thing in the shoe store, is an acceptable gift, from slippers to goloshes, and with a little extra selling effort should stimulate sales around the Christmas season. The store which can offer some service in the way of a table for customers to write cards on, and could look after the packing and mailing of parcels would certainly find that this little extra trouble would pay for itself. An advisor in the shape of a person who could advise what articles would make the best gifts, the right people to give them to and the best methods of packing and shipping, if they are to be sent out of town. These are a few suggestions in the rough, thrown for the retailers' benefit. We believe that extra sales are there to be had if the dealer chooses to go after

them, and it would not take a very great effort to pull them into the store.

WHOLESALE'S BANQUET IN HAMILTON.

At the last meeting of the Shoe Wholesalers the Hamilton members invited the Toronto Wholesalers to hold their next meeting in Hamilton. This invitation was accepted by the Toronto members who motored up to Hamilton on November 28th. for the meeting and banquet.

Mr. Ralph Locke, of Montreal, was a guest of the Ontario Wholesalers at the meeting, representing the Montreal section. Mr. J. E. Warrington, of the John Ritchie Company, Quebec, President of the Shoe Manufacturers' Association of Canada attended at the invitation of the Wholesale Association and brought with him the greetings of the Shoe Manufacturers' Association, and giving at the same time a short address.

A letter from Mr. Geo. Brown, of Brown Rochette Limited, of Quebec, Vice-President of the Shoe Wholesalers of Canada was read, regretting his inability to be present, and sending best wishes from the Quebec members. Letters were also received from Mr. W. F. O'Dea, of Congdon Marsh Limited, of Winnipeg; Mr. Alf. Lambert, of Alf. Lambert Limited, of Montreal; Mr. Lloyd Ault, of the Ault Shoe Company, of Ottawa, and others, regretting their inability to attend, and sending messages of encouragement.

Spirited discussions were held in connection with a number of matters of interest to the Association. Committees were appointed to investigate certain matters and report to the annual meeting, which will be held during the Big Shoe Convention in January. A hearty vote of thanks was passed to the Hamilton members for the most enjoyable evening that has yet been held by the Ontario members, and the hope was expressed that it would not be long before another similar meeting might be held. It was suggested by a Toronto member that because of the super-excellence of the menu, that Hamilton be made the Banquet City of the Association. The meeting adjourned about midnight with the singing of the National Anthem, after which the Toronto members left for home, and taking advantage of the fact that the speed cop has to sleep, they arrived home at an early hour. Among those present were: Messrs. J. A. McLaren, S. Roy Weaver, Robt. Ralston, J. E. Warrington, J. S. Townsend, R. B. Griffith, W. S. and W. H. Duffield, W. A. Hamilton, Hugh White, R. B. Gravelin, H. W. Pearson, Fred Foley, H. Cook, W. E. Snelling, C. E. Crane, C. Magher, B. Vine, and W. G. Simpson.

CHANGE OF NAME.

The Eastern Shoe Co. Ltd., of Quebec, announce the change of their firm name to The Cantin Shoe Co. Ltd., to take effect on Dec. 15th.

The management and the policy will continue the same, the original Shareholders holding their stock and intending to carry on the business as heretofore. High Grade McKay Shoes, principally Women's, at a fair price, will be manufactured.

The organization is composed of young men who know their business, who believe in Fair Dealings and who are sufficiently interested to give intelligent attention to their work.

The Shoe Repair Man

Helping The Customer

*And Building Volume
At The Same Time.*

THERE are many ways in which the shoe repairer can help his customer by sound advice as to his requirements, when by so doing, he can increase his own business, it is certainly of advantage. A discussion of one phase of this subject by Mr. J. H. Martin, in "Shoe Repair Service," is of interest. Mr. Martin says:—

"I wonder why most of the shoemakers aren't pushing new bottoms?"

"Wherever I go I always push new bottoms, and find that the customers like them pretty well. My work goes about 50 per cent. new bottoms and 50 per cent. taps. It seems to me that the shoemakers in general shun the new bottoms with the idea that they do not make enough on them, and that it's too much trouble to attach them.

"Having that idea, naturally the only time they put on new bottoms is when the customer insists, which is very seldom. And when that happens they charge about \$1.25 to \$1.50 more than they charge for tapping. Now, let us figure both jobs and see how we come out. A good pair of taps costs 50c. A pair of rubber heels 25c. Time to skive old sole, attach new taps, nailing in the shank we will say 30 minutes to finish a good pair of taps and rubber heels. If the charge is \$2, the shoemaker gets \$1.25 for his work and overhead. If he charges less, he gets less accordingly.

"A pair of good whole soles can be bought for 70c. A pair of good whole rubber heels can be bought for 25c, cost of soles and heels 95c. Time not any longer than taps and heels, charge \$2.50, the shoemaker gets \$1.60 for his work and overhead, 45c more than he could get for the taps at \$2. The customer is more pleased and will advertise your work better than he would for plain taps.

"If a shoemaker only puts on one pair a day, he would earn about \$3 more per week.

"The shoemaker will say, 'that's all nonsense, it takes longer to put on a bottom than a tap.' I'll show here that if the shoemaker will only use a little judgment it does not take any longer.

"Don't try to save a little piece of leather by putting a three-quarter bottom. Take the old sole entirely off. It makes a better job and it's done quicker. Don't try to save the old paper heel base. Pry it up with the screw driver and throw it away. Use whole rubber heels or leather quickwork heels as the case may be. After the old sole is ripped off, cement the bottom and the new sole.

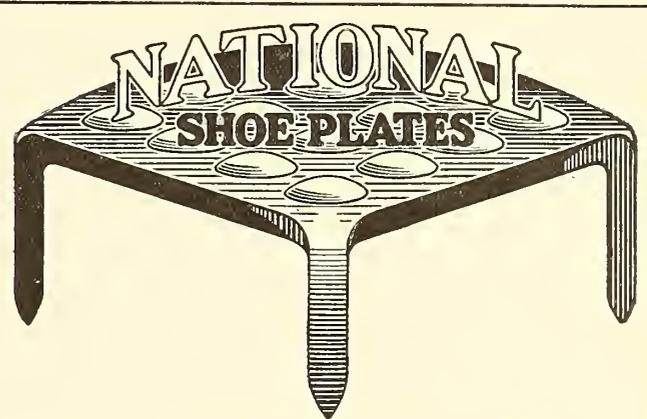
"As soon as they dry a bit, stick them together, round the sole with a knife and stitch it. Do not cut a wide channel. It's out of date. Just make a groove

or cut a channel with a knife about 1/8-inch deep straight down. Do not open it. The machine will open it as you sew the soles. Beat the soles after stitched very lightly Heavy hammering will injure the in seam. Attach heels. Do not trim the sole first, put the heels on first. If rubber heels are wanted, use whole rubber heels, unless the customer insists on half heels, which is very seldom. If leather, a quickwork heel with a top lift can be put on in a jiffy.

"After heels are on, trim the soles, care should be taken to use the right size edge cutter. On a single sole, size 12 to 14 cutter will be good. On a double sole, from 16 to 20 will be all right.

"Then scour the heels down to the shank side where the trimming ended. Stain the edge and heels, not the bottom, leave the bottom natural. If you use clean stock and you temper it right, it will leave a nice clean bottom. Set the edge with the same size set as the cutter. Buff the heels, and then a little brush polish on the bottom and on the whole shoe. Brush it to a bright finish, and the job is complete.

"A good shoemaker will not take 30 minutes to do the job as I described. I put many new bottoms on in 20 and 25 minutes. Of course, my stock is always ready. I keep my leather tempered day by day. I am always ready to do a job at short notice."



**It's The Shoe Plate That Is Made
Right and Packed Right!**

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day. Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" " 2:	"	10	"	"	"	"
" " 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.
160 North Wells Street, Chicago, Ill.

That Extra Quarter

IT is a well known fact that in merchandising of any kind, the profit in any lot of goods lies largely in the last portion of it. That is why so many retail dealers of all kinds fail to make more than a bare living. The goods left on their shelves represent the profits they have not made. In manufacturing there is a point below which money cannot be made. At that point the business runs on an even basis. Above that point, every dollar of volume holds a profit.

The shoe repairer is both merchandiser and manufacturer and has both problems. His chief business, however, is in the manufacturing class. He must seek the added dollar or so of volume to net a profit. In good times, it comes without seeking. In quiet times it is a case of "go get it."

Many of us forget that the average customer who comes into a shoe repair shop does not know anything about shoes, their construction, or the proper methods of repairing or rebuilding them. The repairman can take advantage of this in two ways. He can impose on his customer's ignorance,—a sure way of killing trade, or he can use his knowledge and skill to serve his customers to their advantage.

Nearly every job that comes into the shop can be increased beyond the amount of work requested by the customer. Sometimes it will only be ten or fifteen cents. But multiply that often enough and the total will be quite respectable.

But the time to get the job is when the customer is there. While he or she is talking about the shoes and the job, the repairman, who is on to his business, is looking them over, in order to make such comments or suggestions as may seem necessary. Few people will resent a suggestion if it is put properly. Rips that might otherwise be unnoticed, a defective welt; a run down heel, a torn lining. It can be explained that these things can be mended better and more cheaply now than later, and quite frequently the answer is to go ahead with it.

The rebuilt shoe is the topic of conversation of many repairmen, who pride themselves on sending out a large proportion of their jobs looking "like new." The term "rebuilt" sounds better than "repaired." Plenty of people who might think of "repaired" shoes as a cheap, clumsy proposition, regard "rebuilding" a shoe at a moderate cost, as a business-like proceedings. It is not a highbrow term, but one which is suitable to an industry as widespread and important as that of shoe repairing.

**Cheap? Why, Certainly,
But, They're Cheap too Often.
Made to sell. Not to wear.**

The shoe and leather manufacturers of Newfoundland urge upon the attention of the public the fact that job lots of Women's Boots has been imported to this country accompanied by Invoices certifying their first cost as 75c. per pair.

It is well for the purchaser to know that the production of a woman's boot of first class material and at that price is an utter impossibility.

Such Women's Boots, Invoiced at 75c. per pair would pay 39c. duty. Add freight at 10c. per pair and the total landed cost is \$1.24.

Now note this further fact.

The duty on materials imported for the local manufacture of Women's Boots figures out at the rate of 60c. per pair.

The labor cost of such boots in local factories is at the rate of 70c. per pair.

That is, the duty and the labor costs in connection with the local manufacture of Women's Boots, and exclusive of the cost of the imported materials, represents \$1.30 per pair.

Yet, the total landed cost of the imported article of foreign manufacture is \$1.24 per pair.

What is the explanation?

Not the cost of Local Labour, because boot and shoe workers in local factories are paid rather less than men engaged in similar work in foreign factories.

Material, then? Let's see.

The local manufacturer backs his goods with a guarantee that they are produced by skilled workers from the very best material procurable.

But, the imported article here dealt with is admittedly not of such first class material. Foreign circulars to which we have referred and from which we have quoted, show that such imported boots and shoes are for the most part of inferior material, indeed are manufactured solely to turn this inferior material to account, to prevent it from becoming utter waste in foreign factories by inducing Newfoundland purchasers to waste their money on it.

All portions of a hide are not of equal value when that hide is converted into leather. Take the case of a side of Sole Leather. From the side is cut several distinct portions and qualities known as Bends, Shoulders, Neck and Bellies. Though taken from the same side, one pair of boot soles may be worth 52c., while another pair is worth only 12c. Obviously, the 12c. soles cannot be used in first class boots. They are, really, not fit for use in any boots that have to be subjected to real wear and tear. But, they are used in much of the cheap foreign stuff imported here and sold in competition with first class local products. The soles used by the local manufacturers are value for 52c. per pair; the soles used by foreign manufacturers for making up cheap grade stuff are 40c. per pair cheaper as to price and in actual use are not worth making up into boots and shoes at all.

All the other materials entering into the cheap foreign stuff championed by some of the local retail trade in preference to superior local goods are similarly employed with an eye to cheapness of production rather than durability of wear. Moral—Shun it as the very plague itself.

Educating The Newfoundland Public

NEWFOUNDLAND is up against the problem of strong importing competition with its cheap prices against local manufacturing. To educate the public to the value of quality over the price the Shoe and Leather Association of Newfoundland turned to the newspapers, and through that medium, broadcasted the following advertisement to the reading public.

Getting The Passing Dollar

*Making the Most of Possibilities
—Setting the Season to Work
for You—Using All the Oppor-
tunities.*

THE winter sports' season affords opportunities that no good shoeman should neglect. Canada is always certain of a fair amount of good out-of-doors weather in winter and if everybody does not skate or take part in winter pastimes they will all require, seasonable shoes. It is the business of the retailer to leave no stone unturned to move his winter stock while the going is good.

Skating and Hockey Boots.

Although these lines almost sell themselves, too many take it for granted that they will be able to dispose of their stock without any apparent effort. But the question should not be that of getting rid of what you estimated as your requirements, but selling the largest volume possible in the community. At the Christmas season there is certain to be a demand for skating and hockey boots as gifts. Do not hide your light under a bushel. Play up the line strongly in your advertising and in your store and window displays. Use cuts not only of the shoes themselves but of skating scenes. Hockey matches keep up the interest in skating and may be used by the enterprising retailer to create and maintain in-

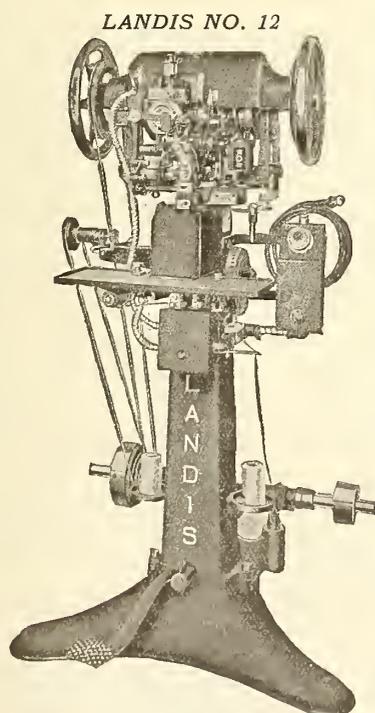
terest in his line. Make the most of every opportunity that comes along to keep your stock of skating shoes to the front.

Good Walking Shoes.

There are hundreds of people who do not skate and who ought to be made to walk for their health's sake as well of course as in the interest of the shoe trade. Make it your business to convince them of the advantage of wearing good stout comfortable shoes, and using up as much sole leather as possible in "hiking." By the way, the "hiking" boot has become a fad with many people. In the cities and large towns "hiking" clubs have been organized for the purpose of taking long tramps. Of course, the weather from now on may be a little against this, but when the snow comes the effort may be directed towards snow shoeing. There is no reason why the shoe dealer should not associate the sale of snow shoes with shoe packs and moccasins and derive considerable profit from the sale of this class of goods. Why snow shoes have been left for the furrier to handle has always been a matter for serious question.

The Evening Slipper.

We are living in an age of "jazz" and everybody seems to be seized with the dancing mania. Where this does not exist there are other pleasures and frivolities that occupy the long winter evenings. The evening slipper business never seemed to be as promising as it is to-day, and there certainly never was such an array of attractive offerings along this line. The trouble is that most shoe merchants keep this department of their business so much in the background that customers have to ask for what they



LANDIS NO. 12

Model D

OWN YOUR OWN

LANDIS Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S.

Hamilton, Ont., Can.

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Company

Second and Gano

St. Louis, U. S. A.

want. A New York store some time ago opened a separate department for evening slippers and claims that its sales have more than doubled. Of course, a retailer in an ordinary town could not follow this plan fully, but he could easily put his lines together where they would be accessible and show them in his windows, and in show cases so that no lady entering the store could fail to get a suggestion of some kind as to her requirements in evening wear. Advertising should stress not only evening wear, but "Shoes for Every Occasion." Too much emphasis cannot be laid on the necessity for educating people, especially women, to suit their shoes to the purposes for which they are worn and especially to the costumes with which they are to be worn.

Hosiery Notes

A Review of the Situation and Prospects.

THE majority of leading shoe dealers in Canada have found that the hosiery department fits in well with the shoe business, is a volume-producer, makes extra sales at small expense, and draws trade and lends tone that might otherwise be missed. The goods do not occupy large space, relatively small stock needs to be kept, and the business requires less knowledge and experience than does the merchandizing of shoes.

Nevertheless, as a possible money-maker, even the hosiery department cannot be left to run itself, but requires study of markets and conditions, and the proper relation of hosiery styles and colors to the trend of costume and shoe styles.

With Christmas in sight, the hosiery counter offers an opportunity that can be cashed in on. Easily bought, always acceptable, hosiery is the choice of many men and women when they are looking for gifts at the holiday season. Consequently, it is up to the dealer to feature hosiery if his store is to be accepted as the logical place in which to buy hosiery. This can be emphasized in advertising and window displays.

Present indications are for a fair volume of business between now and Christmas, gradually rising to a peak during holiday week.

The mild weather of the fall has been particularly adapted to the wearing of silk hosiery, as has also

the style of shoe which prevails. With the development of colder weather, wool and silk and wool mixtures become more widely demanded, though there is a certain demand for silk hose all year round. Recent offerings of "invisible" stockings to be worn under the regular hose, have tended to lengthen the season for silk, and to meet the requirements of those who desire the appearance of silk with the warmth of wool. There are also many women who cannot wear wool hose, the new idea will appeal to them, though silk and wool mixtures have frequently been acceptable.

Turn shoes, of course, require silk stockings. Strap shoes demand also a light appearance in hosiery. Oxfords can be worn with either light or heavy stockings, though heavier types, such as the brogue, demand a wool or at least silk and wool. For the next few months, therefore, there should naturally be a greater demand for the heavier article, though the gaiter and overshoe in latter years have served to keep silk hose on many feet.

Black is of course the staple color in hosiery, sales running from thirty-five to seventy-five per cent. of the total, depending on the class of goods, and the clientele. For fall and winter, demand is running towards the lighter shades, in browns and greys. Platinum grey has been sold well, while browns and fawns, of shades such as Log Cabin, Biege, Sand, Autumn, Otter, Cordovan, Havana, Camel, Pongee, Beaver, are all sold. From the point of view of the shoe man, it is essential, not to carry every conceivable color, but at least to be able to match the shoes he sells. It is naturally of advantage if he can match a woman's costume, or a shoe that she already has. But it is only real service and merchandizing to be able, after selling a pair of shoes, to offer hosiery to match. That is what makes for a permanent connection.

As to prices, the indications are not in the direction of any marked fluctuation in the near future. The Japanese earthquake affected the silk market very materially, though its effects were overdrawn at first, so that there was a slight recession from the earlier marked increases. But it will serve to hold prices of silk goods up until the market readjusts itself and product is again available in volume. Demand has not been heavy, and in the absence of buying pressure softening tendencies are always likely to appear. But retail and wholesale stocks are light, and consumer demand may force buying which would more than offset recessions that might have taken place.

ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE And WAX SPLITS FOR HOME AND EXPORT TRADE

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

CONDENSED ADVERTISEMENTS

WANTED—By a British Firm Specialising in all sizes of Glazing Glasses and Agate Rollers for Leather Manufacturers, a Reliable Representative or Firm with a Good Connection among Leather Manufacturers, to take over Sole Agency for Canada. Apply, G. L. Murphy, 29 Clarendon Place, Leeds, England.

Shoe Repairing Business for Sale, doing a good Business. Up-to-date Machinery. Cheap for Quick Sale. Good Reasons for Selling. Apply Box 140, Shoe and Leather Journal, 545 King St. W., Toronto.

Advertiser wishes to purchase small shoe business with turnover not less than \$20,000. Can give fair cash payment, balance to be arranged. Write full particulars to Box 139, Shoe and Leather Journal, 545 King St. West, Toronto.

WANTED—By experienced traveller, good leather or shoe findings' agency, for the Province of Quebec. Can speak both French and English. Apply Box 10, Shoe and Leather Journal, 410 Coristine Building, Montreal.

Mr. Manufacturer—Are you looking for a live wire young salesman of proved ability, industry and tact to sell your line in the Western Provinces? Give me the opportunity of an interview. Satisfaction will result. Address, Box 141, Shoe and Leather Journal, 545 King St. W., Toronto.

WANTED—A set of Boys' Handle Dies, from 1 to 5, send paper pattern of outsole and insole, and lowest Cash price, to J. W. Carey, 448 George St., Peterboro'.

SALESMAN WANTED—To call on the trade in Western Ontario with a reliable McKay Line. A money making proposition for the right man. Do not reply unless you can state past experience and give full particulars. Apply to Box 60, Shoe and Leather Journal, 410 Coristine Building, Montreal.

WANTED—Representative to handle a line of McKays in the Prairie Provinces. This is a line that sells well and will produce good results in the hands of a capable man. Application not considered unless accompanied by full particulars as to past experience. Apply to Box 63, Shoe and Leather Journal, 410 Coristine Building, Montreal.

SALESMAN—Covering B.C., with men's Shoes would like exclusive agency for good line of Women's and Children's Footwear. Com' basis. Address, A. C. Gunn, 1171 Beach Avenue, Vancouver, B.C.

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. Dun & Co., 38 King St. W.
TORONTO

The Collection Service, which has been proved most satisfactory by all users of it, is

Over 70 Years' Record of Efficiency

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 Wareroom and Cutting Department
252 Notre Dame St. W., Montreal

PERCY J. MILBURN, Agent

BRANCH WAREROOM

553 St. Valier Street, Quebec City
RICHARD FRERES, Agent

Men's Brown Canvas Shoes

Do not overlook these dependable Canvas shoes.

Leather trimmings, of selected materials and good workmanship with or without rubber heels.

Samples on request

Jobbing trade a specialty

B. & M. SHOE & SLIPPER CO., Ltd.
126-128 GARDEN AVE. - TORONTO.



ALL ABOARD Direct through Connections from "HOOF TO BEAMHOUSE"

Only stops to improve quality and selection. Depots at all principal Hide centres including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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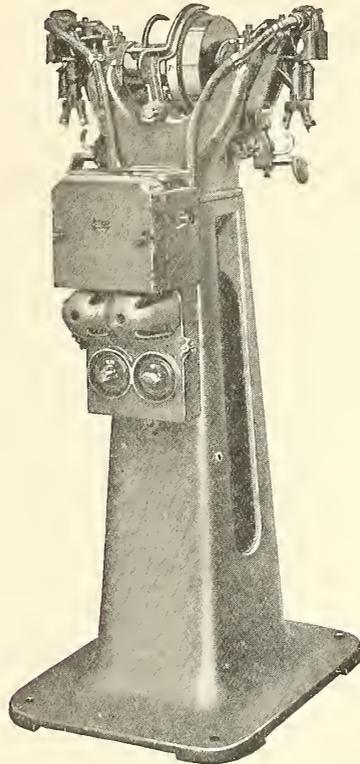
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BETTER EDGE SETTING

is possible with the new

USMC

Twin Edge Setting Machine Model A



A new model oscillating edge setter—Electrically heated

MORE MOTIONS WITH LESS VIBRATION

Hand Control Automatically Reverses Edge Irons

Temperature always under operator's control

A particularly smooth direct drive motion running in an oil bath

Visible Oil Gauge - - - Heavy Weight Base

Helps the operator do more work with less fatigue

We will be pleased to supply more particulars

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

MAIN OFFICE AND FACTORY

MONTREAL

TORONTO
90 Adelaide Street, W.

KITCHENER
88 Ontario Street, S.

QUEBEC
28 Demers Street

Hidden Profits

If there are any hidden prospects in your patronage—and in these days of extremely careful buying there are apt to be many--the CLARK BROS. LINE of popular footwear will dig them out.

New Smart Patterns
Distinctive Graceful Lasts
Sensational Values

in novelty models that are the very latest vogue, are now being shown in great variety by our salesmen,—and their samples in Women's Staple Lines are unrivalled for strong selling features of dependable quality and moderate price.

CLARK BROS. PUMPS AND OXFORDS

RETAIL PROFITABLY AT - **\$5.00**

CLARK BROS., Limited

St. Stephen

N. B.

Toronto, December 15th. 1923

Thirty-Sixth Year

Twice A Month

THE SHOE & LEATHER JOURNAL

May Christmas bring the Joy and Gladness of the Backward Look which through the Mistakes and Failures of the Year can point to a Sincere Attempt to meet the Call of Duty and Conscience.

May the New Year be the Victorious Battle Ground of Faith and Hope, upon which the Past may find Atone-ment, in the Effort to profit by its Defeats and Disappointments.

Acton Publishing Co. Limited
Toronto Montreal



576. Fine Brown Glazed Kid Tarsal-Ease Blu. Oxford, Welt Sole, Tarsal-Ease Last 112

\$7.30



565. Fine Glazed Kid Tarsal-Ease Straight-face Oxford, Welt Sole, Tarsal-Ease Last 112.

\$6.75



562. Fine Glazed Kid Tarsal-Ease Straight-face Oxford, Welt Sole, Tarsal-Ease Last 107.

\$6.75



181. Fine Glazed Kid Tarsal-Ease, 8 1/2 inch Bal. Welt Sole, Tarsal-Ease Last 112.

\$8.65



578. Fine Glazed Kid Tarsal-Ease Straight-face Oxford, Welt Sole, Tarsal-Ease Last 117.

\$6.75

SIZES:
 AAA 4 to 9
 AA 3 1/2 " 9
 A 3 " 10
 B 2 " 9
 C 1 " 10
 D 1 " 9
 E 2 " 8
 578 also carried in
 AAAA 5 1/2 to 9

Sizes 9 1/2 to 10—50c. extra



In-Stock

Lines

Combining style, comfort and quality Swardon Tarsal-Ease Shoes appeal to recognized leaders among retail shoemen across Canada. Swardon Tarsal-Ease Agencies are held by such firms as Redden, Halifax; Wiggett, Sherbrooke; John Murphy Co. and Mack, Montreal; Simpson's and H. & C. Blachford, Toronto; Leslie, Hamilton; Ashplant, London; Yale, Winnipeg and Spencer, Vancouver.

If there is no Swardon Tarsal-Ease dealer in your town why not apply for this desirable agency?

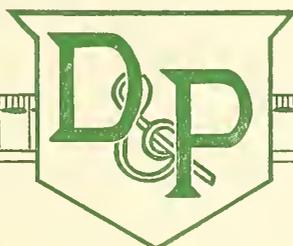
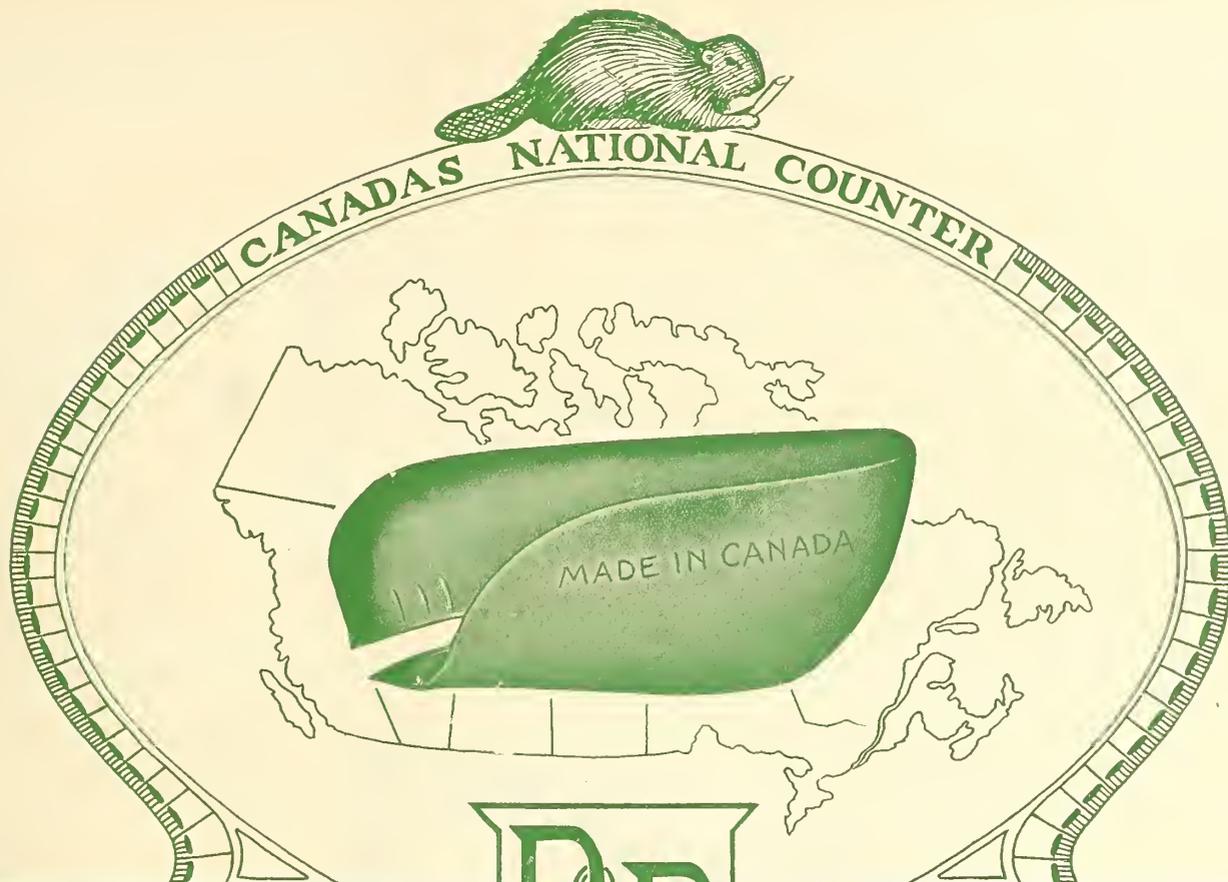
SMARDON SHOE CO., Limited, MONTREAL

SMARDON TARSAL-EASE SHOES
 Clothe the feet with every reasonable regard for comfort and elegance, and yet—attaining their highest development—the feet are preserved in the fullness of their strength and beauty.



178. Fine Glazed Kid Tarsal-Ease, 8 inch Bal. Welt Sole, Tarsal-Ease Last 107.

\$8.55



1873

1923

A Half Century

This fiftieth Christmas on which it has been our privilege to greet the Trade is an occasion of great importance to us, deeply impressing us with the loyalty of our friends throughout the shoe industry and bringing back to us pleasant memories of their Goodfellowship. To each of you we extend our sincerest thanks, with our very best wishes for



**A real Merry Christmas and
Prosperous and Happy New Year**



DUCLOS & PAYAN

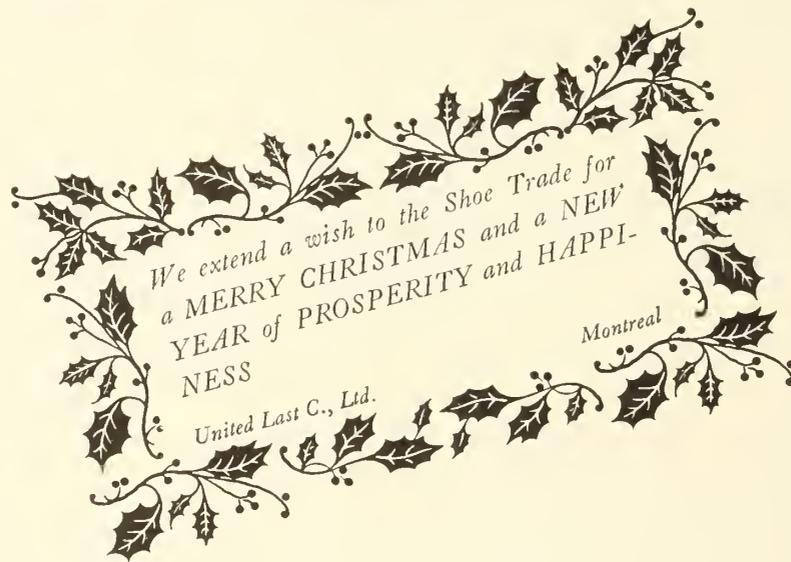
Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
MONTREAL

REPRESENTATIVES

For Ontario:--Ed. R. Lewis Leather Co.

For Quebec City:--Richard Freres, St. Valier Street, Quebec





K.B. FELTS

HARD SOLE

KUMFYS

SOFT SOLE

To All Our Friends
and Customers
We Wish
A Very Merry Christmas
And A Prosperous New Year

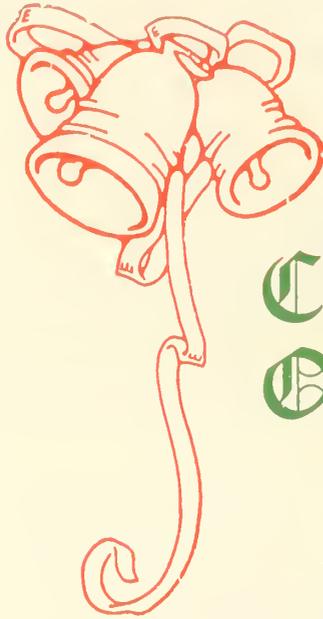
*Our hearty wishes to every Canadian shoe man.
May your Christmas of 1923 be a truly joyous one—
your ideal of a Merry Christmas realized.
And may an era of prosperity, peace, and good-
fellowship, dawn for you and yours with the New
Year.*

The Cobourg Felt Company

Cobourg - Ontario

A. J. KIMMEL
President

A. C. KIMMEL
Managing Director



Christmas Once Again

Christmas is here—the season when friend greets friend and the time honored greeting “A Merry Christmas” is expressive of the prevailing spirit of friendship and goodwill. It is a pleasure for us at this time to extend to our friends in the shoe and leather trade in general, our sincerest wishes for a Christmas filled to the overflowing with happiness and good cheer, and a New Year surpassing in prosperity all that has gone before.

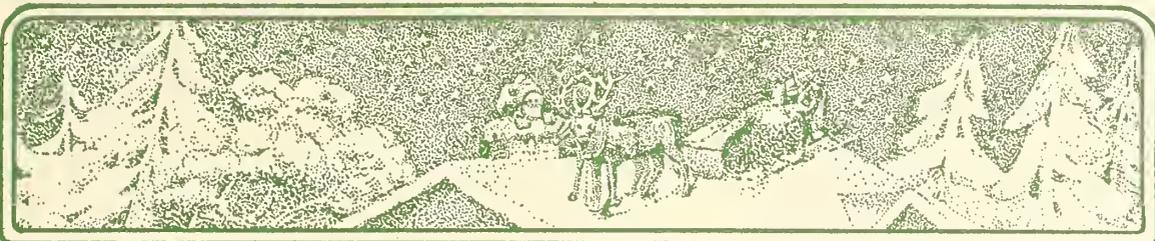
AMHERST BOOT & SHOE CO., LIMITED

Amherst

Halifax

Regina

*Your order at Amherst, Halifax or Regina, is sure
of prompt attention and immediate delivery*



Christmas Wishes

All the heartiness and cheer that characterize 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-Four.

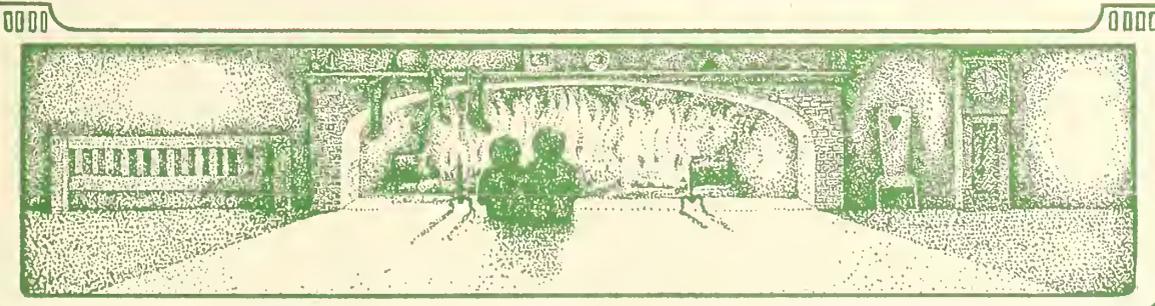
And with it all is expressed our sincere appreciation of the way in which the trade has rewarded us for the service we have tried to give.



A Leather for Every Shoe

**DAVIS LEATHER COMPANY
LIMITED**

**NEWMARKET, ONTARIO
CANADA**



The "Tackless Selling Appeal"

WILSON MARK TRADE SEWED

Stamp on the Sole



TO ALL MANUFACTURERS

The economy, speed, and simplicity of the improved Wilson Process merits your serious study. Under our royalty license you can make better style shoes on your regular lasts with only one Wilson machine—tackless shoes in weights and styles for all seasons.

GIVE your salesmen and your business the benefit of the "selling appeals" and advertising advantages in shoes of the Wilson Sewed type. To the smashing fact of **TACKLESSNESS** they add other high-sale and re-sale values.

Smart style, greater foot-comfort, sound shoemaking, and strength to retain their dainty shapeliness are combined in all grades of tackless Wilson Sewed shoes made to sell at attractive prices by many licensed manufacturers.

Genuine Wilson Sewed shoes bear the registered Wilson Sewed mark ---your safeguard against adjustments and dissatisfaction. Let your customers know it is also a guarantee that *your* shoes are up-to-date in shoemaking as well as in style.

The Trend of the Times is Toward
The Tackless Wilson Sewed

Address all Inquiries

Wilson Process Incorporated
Canadian Pacific Building
City of New York



SHORT STITCHES

Russell W. Walquist of New York University has just concluded some research work to find out what "selling appeals" are most effective in influencing women to purchase shoes. In other words: What kind of shoes does the average woman want?

To get as near the "urban average" as he could, Mr. Walquist submitted a long list of "sales appeals"—thirty-two of them—taken from many advertisements of well-known manufacturers and retailers, to female clerical workers of varying salaries and stations in a big New York City insurance company. His findings are reported in *Printers' Ink Monthly* for September.

Tabulation of results showed that for these women the **SIX STRONGEST SELLING APPEALS** were:

1. *Neat appearance.*
2. *Smart style combined with foot-comfort.*
3. *Greater foot-comfort.*
4. *Shoes that stay stylish.*
5. *Careful workmanship.*
6. *Durable leather throughout.*

I'm sure I do not over-step the bounds of fact when I say that more than any other standard type of shoe in factory production to-day, the flexible, close-edged, tackless Wilson Sewed shoe fulfills those first four requirements. It is particularly true that Wilson Sewed shoes retain the dainty shapeliness and style that make them attractive.

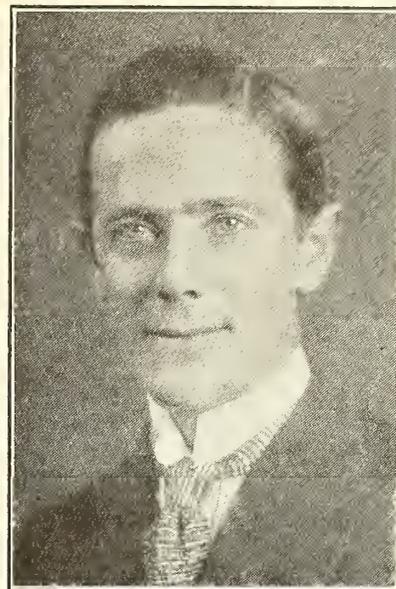
No. 5 depends on the factory, of course. And No. 6—durable leather throughout—of that the Wilson Sewed mark, stamped on the sole, is a veritable guarantee in regard to the very foundation of the shoe. It is a guarantee of a durable leather insole—because one cannot channel an imitation or substitute insole.

To be up-to-date in shoemaking, as well as in style, specify Wilson Sewed.

—H. L. A.

The Season's Greetings!

We desire to extend to our friends throughout the Dominion of Canada our warmest thanks for their kindly reception of our representatives, Mr. Oliver Eatough and Mr. Percy S. Ashworth, when on their recent visit.



Mr. Percy S. Ashworth

We also wish to thank them for the confidence manifested in us by the orders entrusted to them for which we promise the most careful and thorough execution.



Mr. Hamilton E. Boulter

A wide Selection in Men's, Women's, Misses' and Children's. Easy Fitting lasts.

We extend to the trade from the Atlantic to the Pacific our sincerest wishes for a Happy Christmas and a Prosperous New Year.

Slippers

In Felt, Camels' Hair, Quilted Satins, Satin, Velvet, Brocades, and Children's Picture Slippers.

A wide range of Styles, Colors, Shapes and Finishes.

White Canvas Footwear In



Mr. O. Eatough

EATOUGH'S, LIMITED

Shoe and Slipper Manufacturers
Earl-Shilton, Leicestershire, England

Canadian Representative: Hamilton E. Boulter,
3, Wellington St. E., Toronto

“The Pioneers of the Slipper Trade In Canada”

For twenty-five years Canadian Buyers have been familiar with and have done a profitable trade in

Trickett's Slippers and White Goods

Our lines for the present season are as usual thoroughly up-to-date in design and thorough in workmanship. We have added many new Models of distinction which as in the past will prove Popular as well as Profitable to those handling Felts and Canvas Shoes.

For Sale by All
First Class Jobbers

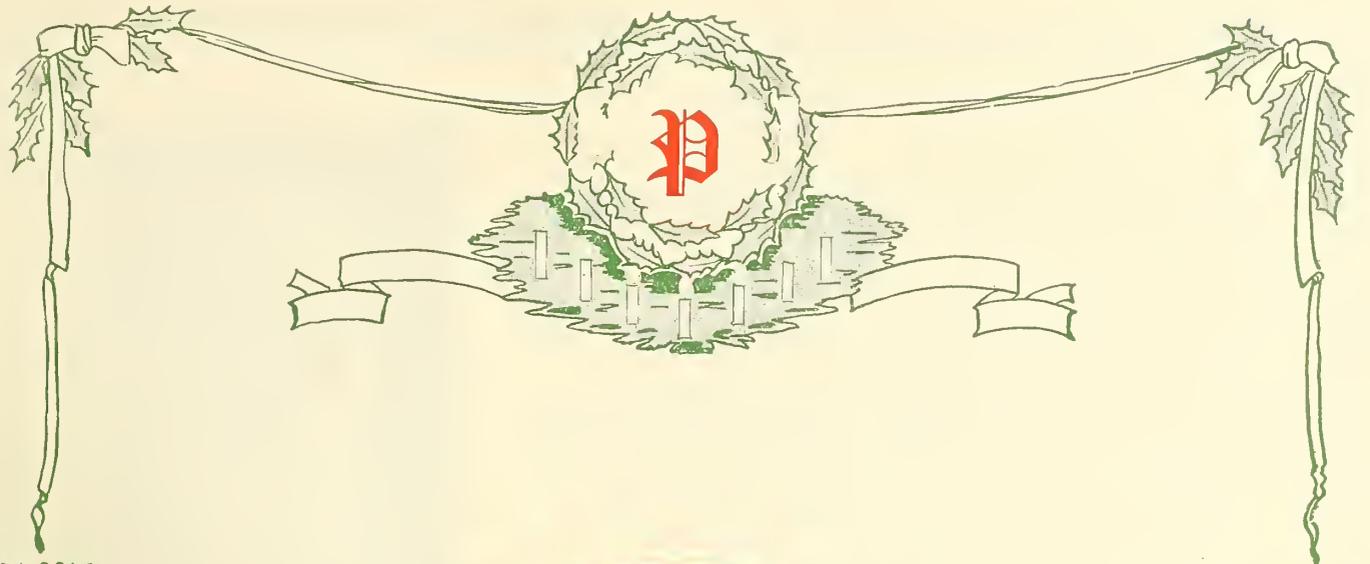
We desire to convey to our many Canadian customers and distributors our very best wishes for a Happy Christmas Tide and a Most Prosperous New Year.

Sir H. W. Trickett Limited

Waterfoot, Nr. Manchester, England

Weekly Capacity 80,000 Pairs

Canadian Representative: J. S. Ashworth, 17 Manchester Bldg., Toronto

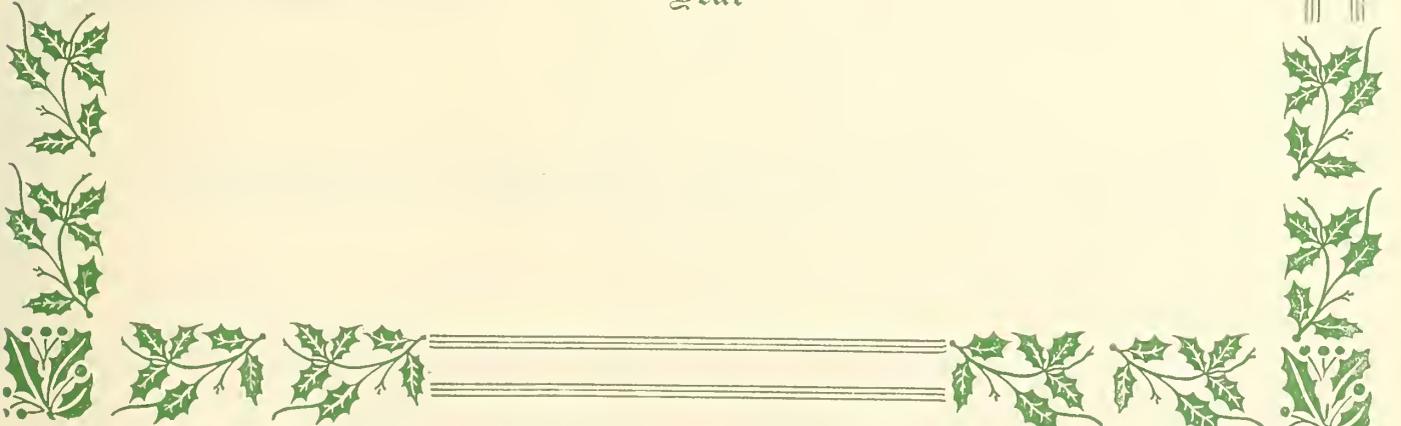


The Perth Shoe Organization
extends to the entire shoe trade

Christmas Greetings

and sincere wishes for a

Happy and Prosperous New
Year

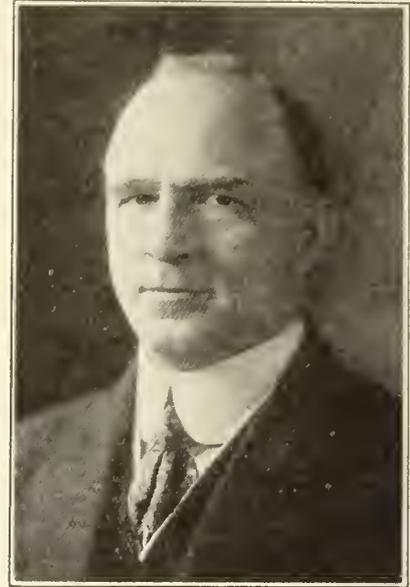


Mention "Shoe and Leather Journal" when writing an advertiser

To The Trade Thanks and Best Wishes

Numbering throughout the Trade so many whose patronage has made 1923 a year of pleasant business associations to us, we are glad to extend to all our heartiest Season's Greetings, wishing you sincerely a very Merry Christmas and a Happy and Prosperous New Year.

The Norfolk Shoe Co.
Tillsonburg Limited



*Mr. L. C. Van Geel
General Manager*

Holiday Greetings

With our many pleasant associations throughout the Shoe Trade, our Christmas Greeting is expressive of our Kind Regards for all, and the sincere Wish that you may have a very Merry Christmas and a Prosperous New Year.

The coming year will see the continuance of our endeavors to give you something above the average in quality and value in trade building footwear.



*Mr. W. C. Coloff
President*

The Tillsonburg Shoe Company
Limited
Tillsonburg Ontario



Our Christmas Wishes
Will Merge With the
Tolling of Christmas
Bells

In their Message of goodwill
and cheer to you and yours.

May your Christmas be as
merry as you hoped it would be
and may the New Year bring
you and yours the happiness
and success you deserve.



Scott-McHale Limited

London

∴

Ontario



Christmas Wishes

The steady loyalty of the shoe trade during another year to us and to Hydro Shoes calls forth from us a sincere expression of gratitude. That during nineteen twenty-four, all your hopes for increased prosperity and genuine happiness may be fulfilled is our earnest wish for all.

**Hydro City Shoe
Manufacturers Limited**

Kitchener Ontario

OUR BEST WISHES

We extend our heartiest Greetings to all friends in the trade and wish you a good old fashioned Christmas and a Prosperous New Year, not forgetting a full appreciation of your patronage during the past year.

The Collis Leather Co., Ltd

Aurora

Ontario

Producers of High Grade Calf Leather



Christmas Greetings

DURING the past year, in spite of some unfavorable conditions in the Trade, the most generous patronage has evidenced your faith in us and our lines.

We extend to all our friends our sincerest thanks, with equally as sincere wishes for the merriest kind of a Christmas and a New Year of Happiness and Prosperity surpassing all your previous years.

CANADIAN STITCHDOWN COMPANY

287 Aird Ave.

Montreal

Makers of Stitchdowns
"Just A Little Better"

Style
Quality
Value



Sell the

PARKMAN LINE

For Satisfied Customers

Satisfied customers are always the outcome of a Parkman Sale. The distinctive quality and style features of the Parkman Line, showing all the attractive combinations in the latest colors, cement it firmly in the minds of your customers as a style leader. Style, quality, value—three features that make Parkman Shoes easy to sell.

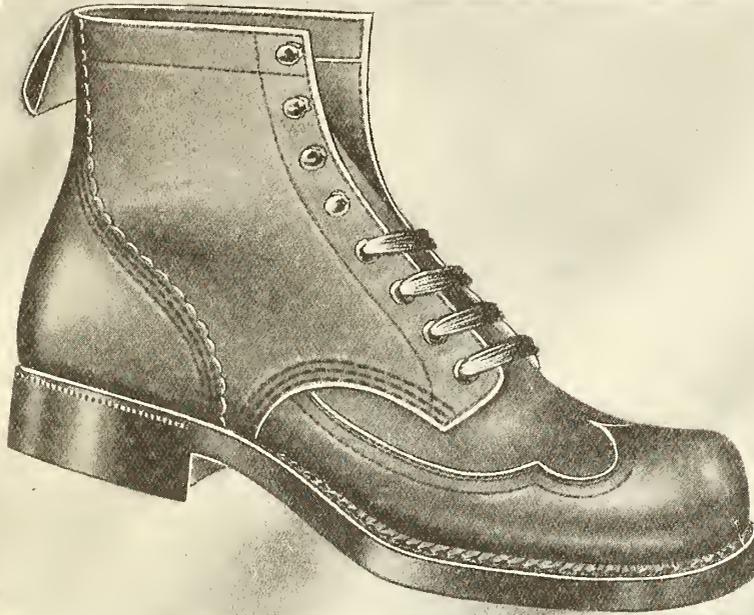
Have You Tried Them?

The Parkman Shoe Co., Ltd.

Successors to

THE ROBERT TAYLOR CO., LIMITED, HALIFAX, CANADA

Distributors of GUTTA PERCHA and RUBBER, Limited, Footwear



Greetings To The Trade

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.

VALENTINE & MARTIN, LIMITED
WATERLOO ONTARIO



Broadcasting Good Wishes

We appreciate the kind favors of past years, and extend to you, our patrons and friends, our heartiest wishes for a Merry Christmastide and a healthy, happy and prosperous 1924.

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

Peterboro, Ont.

Regina, Sask.

Western Dealers may sort from our Regina Branch

ALL SHOE & SLIPPER CLOTHS

PRINTING AND COMBINING THESE CLOTHS WITH RUBBER IS ALSO OUR SPECIALTY

SILKS

SATINS—Plain, Embossed, Printed, Embroidered in exclusive designs.
BROCADES—A vast range of all styles—

METALS

Gold, Silver (Satins, Broches, Shots, Embossed, etc.)

ARTIFICIAL SILKS

A great variety of medium and cheap qualities which command large sales.

CANVAS - DUCKS - POPLINS - CRETONNES

For Tennis and Summer Shoes

CAMEL HAIR CLOTHS - - MOLLETONS

The ANGLO-FRANCO TRADING Co.

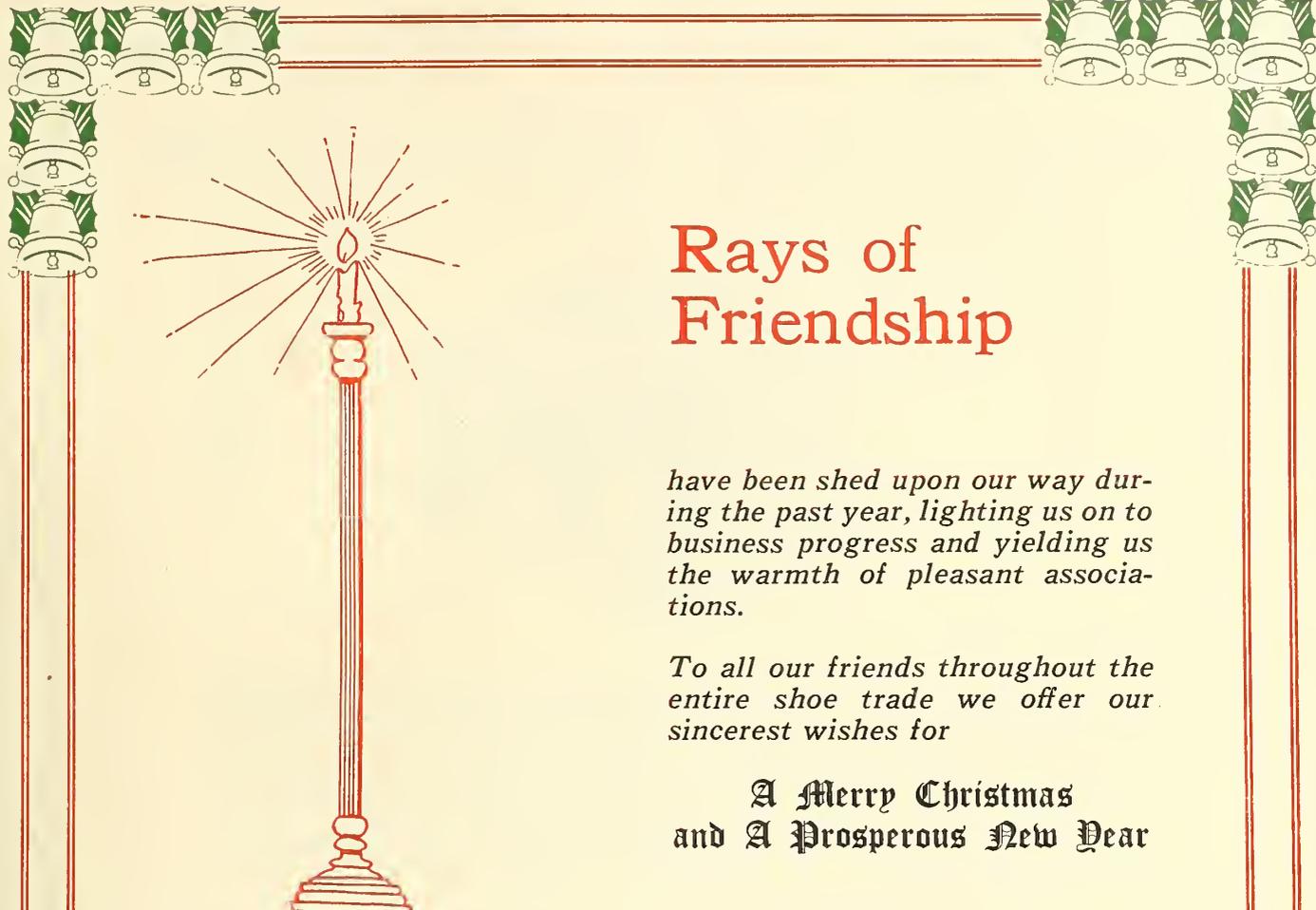
Proprietor, D. Boissonnat (French) Manufacturers, Merchants and Finishers

74-78 HARDMAN STREET, MANCHESTER, ENGLAND

Telegrams: Livron, Manchester

Codes, A.B.C. 5th-6th.

CANADIAN AGENT: Mr. F.R. McKechnie, 1 Wellington Street, West, Toronto



Rays of Friendship

have been shed upon our way during the past year, lighting us on to business progress and yielding us the warmth of pleasant associations.

To all our friends throughout the entire shoe trade we offer our sincerest wishes for

**A Merry Christmas
and A Prosperous New Year**

*Part of our progress has been the establishing of our **FACTORY NO. 2**, making a superior line of Women's McKays, Imitation Welts and Mock Turns. These with our well known Sporting Shoes and Staples make the complete Samson Line one of the most extensive being shown, distinguished throughout by features of sterling quality and rare value.*

THE LINE YOU NEED FOR 1924



J. E. SAMSON, Enr.

20 Arago St.

Quebec



During a year that has probably been as trying as any that the Shoe Industry has experienced, the favors we have received from the many users and sellers of Kendex Products serve to even deepen the regard in which our many Friendships in the Trade are held, and just as deeply sincere as our Christmas Greeting to all, is our Wish that you may be very happy and prosperous in the New Year.

Manufacturers, Wholesalers, Retailers,
—for bigger trade all round feature
Kendex-equipped footwear for 1924.

Kendex Innersoling
 " Sock Lining
 " " Felt Backed
 " Slip Insoles
 Kaneva Innersoling
 " " Felt Backed
 " F Sock Lining
 Heel Pads
 Piece Felt

KENWORTHY BROS. OF CANADA LIMITED
 St. John, Que. Montreal Office, 224 Lemoine St.

Remember - "The feeling of the feet is reflected in the face" Wear Kendex





To Our Friends

Devoted as we have long been to the making of Shoes, we know that what is most worthy of all is the making of Friends.

To the very many throughout the Trade with whose Friendship we are favored we extend a warm Christmas Greeting, thanking you for another year of co-operation and wishing you a New Year of most successful achievement.

We would warn merchants not to let delay in buying their Spring Lines limit their chances for bigger 1924 business. Immediate placing of your orders from the DALACO Samples is your assurance of a safe investment in the styles and values necessary to meet the demands, in both Men's and Women's Lines.

Daoust, Lalonde & Co., Limited

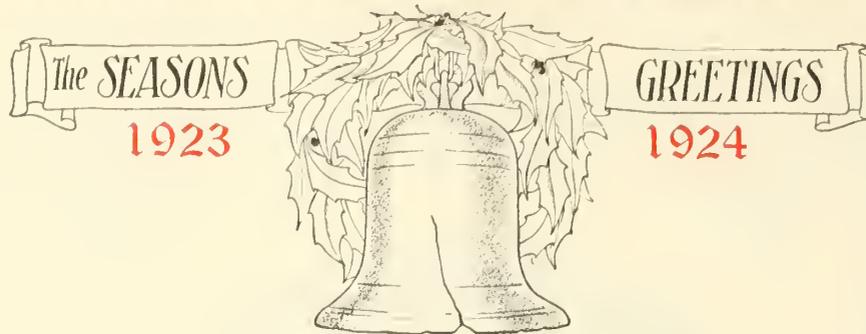
Manufacturing Plant and Showrooms

45-49 Victoria Square

Montreal

Branch—The Metropolitan Shoe Co., 49 Victoria Square





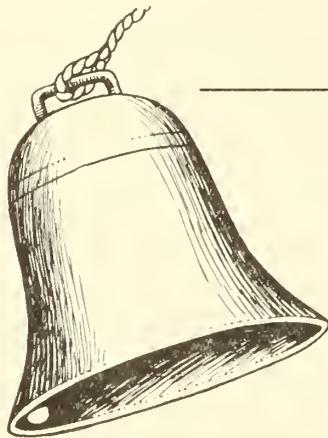
Our Heartiest Greetings are extended to all in the trade

See our new Samples for Spring, 1924, you will be interested.

Expressed in the patronage that we have enjoyed during the past year is the continued confidence of the Trade in LADY BELLE SHOES.

The Lady Belle Shoe Co., Limited

Kitchener, Ontario



For Christmas

May this Christmastide be brimful of joy and cheer and may the New Year be one of unusual prosperity and good health.

We take this means to extend to all our friends, our appreciation for their past patronage and pleasant business relations.

Humberstone Shoe Co., Limited

Humberstone :: Ontario



Merry Christmas

The "Merry Christmas" message is the Joy Bringer that nothing can replace, and we ask all our friends in the Trade to accept from us a Christmas Message of heartiest Goodwill and sincerest Good Wishes, also conveying our appreciation for the valued patronage we have received.

We feel you will not withhold your confidence in us and our lines when you see the special offerings in footwear of style and value which we have ready for the coming year.

DURING THE SHOE TRADE CONVENTION,
MONTREAL, JAN. 21-23, OUR SAMPLES WILL
BE ON DISPLAY AT ROOM 1141 WINDSOR
HOTEL.

Dupont & Frere, Limited

301 Aird Ave.,

Montreal



As The Years Go By

*The Christmas Season
is the link of gold that
binds year to year.*

*May this year's golden
link be pure and free from
dross, and into the forg-
ing of it may there go our
Christmas Greeting, ring-
ing true in Goodwill and
Good Wishes.*

DUFRESNE & LOCKE
[LIMITED]

Montreal

Quebec



A Sincere Greeting

Although the Shoe Industry generally has had its share of difficulties during the past year, we hope that all shoemen will be able to enter into the festivities of the Christmas Season in whole-hearted merriment, and may the New Year bring good times to all in Happiness and Prosperity.

To the many loyal Yamaska dealers throughout the Trade we extend sincere thanks for your favors during another year, and we will strive to co-operate with you for bigger business in 1924.

La Compagnie J. A. & M. Cote

St. Hyacinthe

Que.



Mention "Shoe and Leather Journal" when writing an advertiser



Greetings from Kingsbury

—Wishing All—
A Very Merry Christmas
 and
A Happy and Prosperous
New Year

With this sincere wish do we greet all shoemen at this time. In the true Christmas spirit let us minimize the trade difficulties of the past year, and let the bright Red-and-Green Colors of Christmas typify for us the blood of true Brotherhood which is the lifeblood of business, and the evergreen memories of Friendships that make business really worth while.

KINGSBURY FOOTWEAR CO., LIMITED

Montreal

Que.



We Wish You

a Christmas in which all the cheery influences of Goodwill and Friendship may gladden you and renew your kindness and a New Year in which Success and Happiness may be your constant companions.

We thank you for the reception accorded our new lines, and hope through your co-operation to make the growth of La Duchesse popularity one of the notable features of 1924 Trade.

“La Duchesse” Shoe Co., Registered

MONTREAL

QUEBEC

Model "Model Shoes" *Model*

The "Model" Shoe, a Shoe of Quality for the Discriminating Buyer



Model
SHOE

537 Women's GY. Velour Calf Blucher Oxford, perforated Tip and Quarter. Heavy Sole, Last 20, C. and D. Widths. Price \$4.25

587 Women's GY. Patent Blucher Oxford, Heavy Sole, Last 20, C. Width. (Same as cut) \$4.50

Both stock lines



Model
SHOE

580 Women's GY. Beaver Buck, Log Cabin Cabretta Cross Strap. Dome Last. \$5.15

581 Women's GY. Log Cabin Cabretta, Brown Kid Trim. Cross Strap. Dome Last, A.B.C. & D. Widths \$5.45

Made to order only

Our Christmas Wish

In the sincere spirit of friendship and goodwill we extend to our many friends, our thanks for their continued support, and our best wishes for a prosperous and happy New Year.

Model
SHOE

W.B. Hamilton Shoe Co.
Limited

Established 1846

TORONTO

15 and 17 Front St., E.

Model
SHOE



The MINER RUBBER CO. Limited
Branches and Selling Agents

The J. Leckie Co., Limited.....	Vancouver, B.C.
The Miner Rubber Co., Limited.....	Calgary, Alta.
The Miner Rubber Co., Limited.....	Edmonton, Alta.
Congdon, Marsh Limited.....	} Regina, Sask.
The Miner Rubber Co., Limited.....	
Congdon, Marsh Limited.....	Winnipeg, Man.
The Miner Rubber Co., Limited.....	London, Ont.
R. B. Griffith & Co.....	Hamilton, Ont.
The Miner Rubber Co., Limited.....	Toronto, Ont.
The Miner Shoe Co., Limited.....	} Ottawa, Ont.
The Miner Rubber Co., Limited.....	
The Miner Shoe Co., Limited.....	} Montreal, Que.
The Miner Rubber Co., Limited.....	
The Miner Rubber Co., Limited.....	Quebec, Que.
H. S. Campbell.....	Fredericton, N.B.
The J. M. Humphrey Co., Limited.....	St. John, N.B.
The J. M. Humphrey Co., Limited.....	Sydney, C.B.
The Miner Rubber Co., Limited.....	Halifax, N.S.

The Miner Rubber Company and its representatives from
 Halifax to Vancouver extend hearty Christmas and New
 Year Greetings to their many friends of the trade.

Good Wishes From Goulet's

There is gladness and sincerity in our wishes to you at this Christmas Season, as there has been goodwill and confidence in your favors to us during the past year. Trying times in the trade add even more earnestness to the Good Old Wish—

A Merry Christmas and A Happy New Year

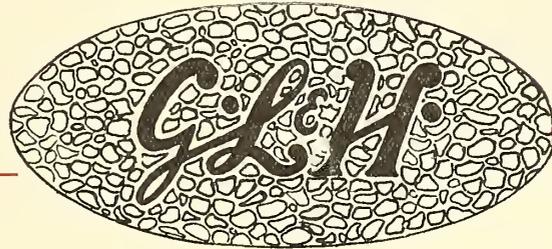
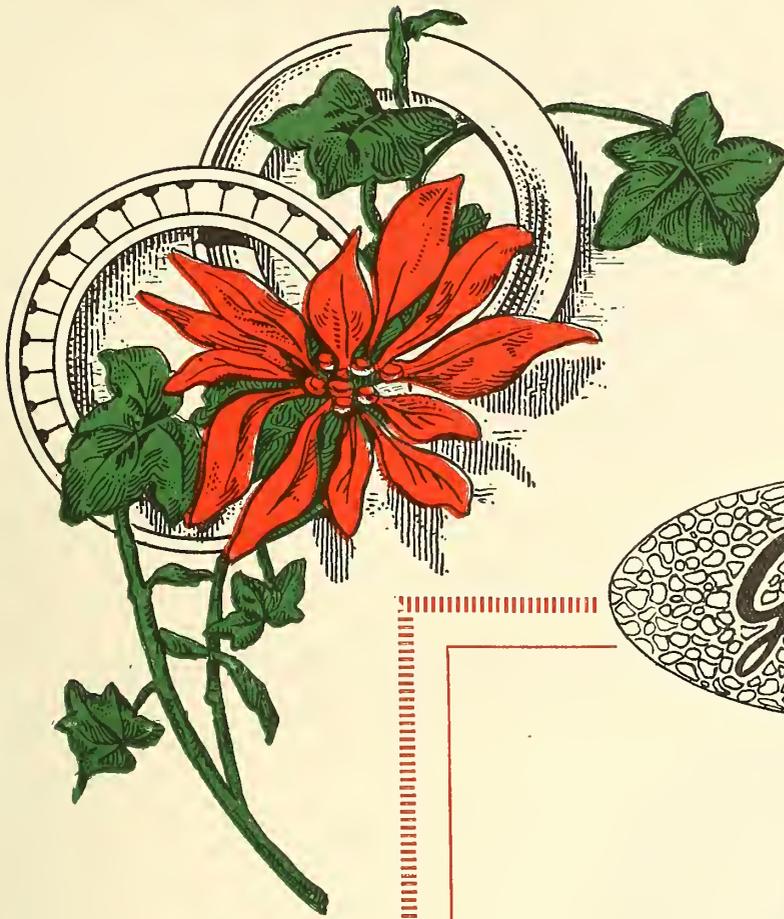


We look forward to co-operating with you for bigger business during 1924. We have put into our new lines the merit and value, as well as style, that are a sure means of winning sales and making profits, by meeting the popular demand of the times. See these lines when doing your next buying.

O. Goulet & Sons, Limited

575 St. Valier St.

Quebec



Finis

When we have made our last shoe for this year, when the Wholesaler has taken his last order, when the Retailer has made his last sale,—let the tasks of the year be forgotten and the Friendships of the year be remembered in the joy of a Merry Christmas,—and may the tasks of the coming year be lightened with Happiness and fruitful with Success.

Gagnon, Lachapelle & Hébert
55 KENT STREET, MONTREAL



LUCIEN H. BORNE, Sales Manager

Fifty Christmas Seasons have come and gone since Borne Leathers became established in the Shoe Industry, and at the close of another year we gladly take the opportunity of thanking our friends for their continued patronage, and of wishing all in the spirit of right Good Will

A Merry Christmas And A Happy New Year

1873



LUCIEN BORNE, Founder

1923

During 1924 no effort will be spared to keep Borne Leathers in their well-earned position of leadership. We invite manufacturers to consult with us on any question of upper leathers, and are ready to offer tannages of the superior quality and value that mean successful shoemaking.

LUCIEN BORNE, Limited

Quebec, P.Q.



JOSEPH BORNE, Factory Manager



Season's Greetings

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 1924.



Sell "Coldproof" Felts for satisfied customers, repeat orders and better business. The "Coldproof" Season is now here; cash in on it. A quality line that delivers the goods.

The Great West Felt Co., Limited
Elmira Ontario

"GUTTA PERCHA" Rubbers



Customers want good, reliable Rubbers that stand the wear and tear of jagged ice and frozen ground; that provide a firm footing on slippery sidewalks; that assure warm, dry feet and consequent good health. Your old customers have found these merits in "Gutta Percha" Rubbers. Your new ones are familiar with the name through advertising and their general good repute. For these and many other reasons you will find "Gutta Percha" Rubbers easy to sell, completely satisfying to customers, and good builders of future business and profits.

At Your Distributor's or
Our Nearest Branch

GUTTA PERCHA & RUBBER
LIMITED

Head Offices and Factories, Toronto
Branches from Coast to Coast

Greetings

May this Season bring to you everything that goes to make a truly

Merry Christmas

Best Wishes

May good health and good fortune make 1924 for you a

Happy New Year

AIRD & SON

REG.



MONTREAL

Shoemakers To The

Wholesale Trade

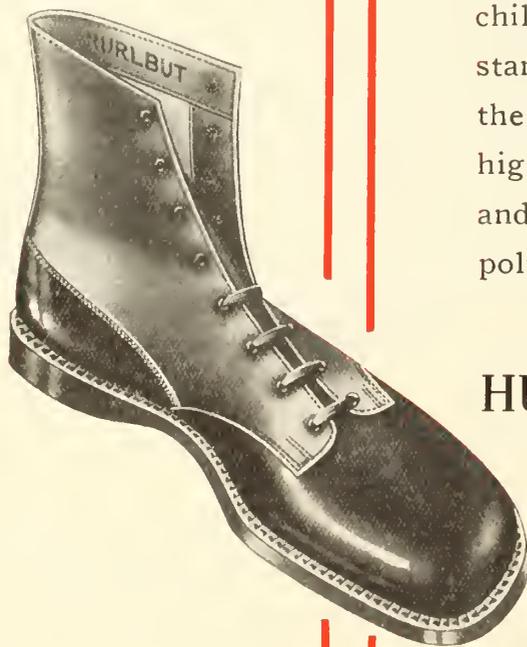


WHOLESALE
DISTRIBUTORS

Maybe's Limited, Moose
Jaw, for Saskatchewan,
Alberta and British Col-
umbia.

Philip Jacobi, 5 Welling-
ton St. East, Toronto for
Manitoba and East.

Branch Warehouses of
Philip Jacobi, 153 Peel St.,
Montreal.



’ **I**S Christmas again—the joy-
ful season which emphasizes
the spirit of good will. To us it re-
calls, as it strengthens, that cordial
feeling which has always character-
ized the relations between the
Hurlbut Co., its wholesale distribut-
ors, and the retail trade Canada.

To All Of You
A Merry Christmas

And for 1924—May the New Year
see fulfillment of your business
hopes and aims. The sincerity of
the wish will be reflected in our
own efforts to assist in making the
children's shoe business more
standard and more profitable to
the merchant who appreciates the
high quality of Hurlbut products
and the stability of Hurlbut
policies.

THE
HURLBUT COMPANY
Limited

Preston
Canada



A Sincere Greeting

Right heartily do we greet all our old loyal friends and our many new ones throughout the Trade, as Time brings us to another Christmas Season with its welcome opportunity of thanking you for the constant faith you have placed in us and in the Bell Lines.

We put our deepest sincerity and most cordial Goodwill into our wishes that all shoemen may have

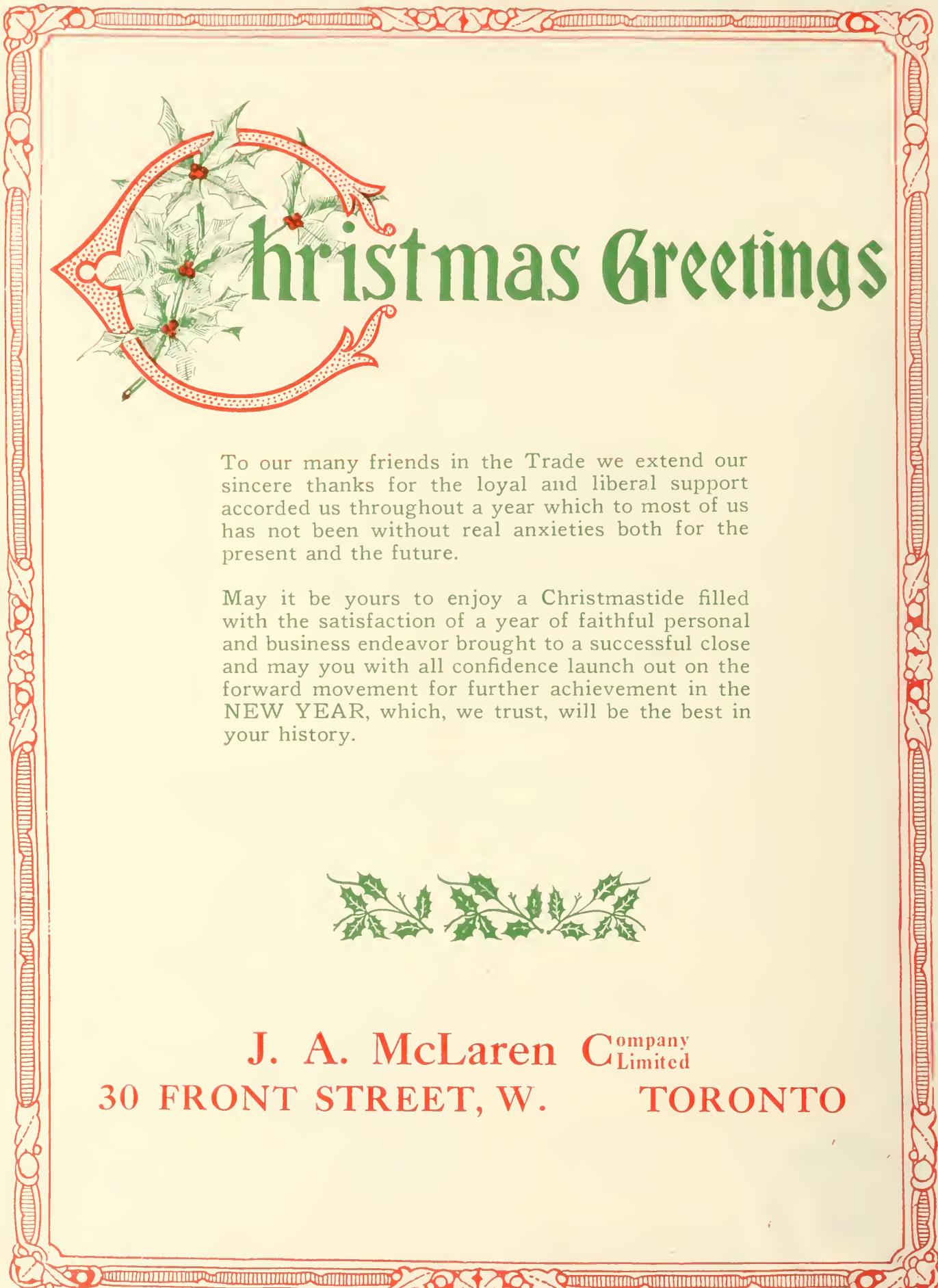
**A Merry Christmas
and A Prosperous New Year**



J. & T. Bell, Limited

MONTREAL





Christmas Greetings

To our many friends in the Trade we extend our sincere thanks for the loyal and liberal support accorded us throughout a year which to most of us has not been without real anxieties both for the present and the future.

May it be yours to enjoy a Christmastide filled with the satisfaction of a year of faithful personal and business endeavor brought to a successful close and may you with all confidence launch out on the forward movement for further achievement in the NEW YEAR, which, we trust, will be the best in your history.



J. A. McLaren Company
Limited
30 FRONT STREET, W. TORONTO



Christmas Greetings

With Best Wishes for A Happy New Year to all of our old as well as our many new friends.

We hope to meet you at
ROOM 1120 WINDSOR HOTEL
during the Shoe Trade Convention, Montreal,
January 21-22-23, 1924.

We will be glad to show you our line of
FRANK W. SLATER'S
STRIDER SHOES FOR MEN
also our popular priced
LA LORRAINE WELTS FOR LADIES

The Eagle Shoe Co., Limited

587 Beaudry St.

Montreal



OVERGAITERS IN-STOCK

Immediate Shipment

12 Button
14 Button
16 Button
13 Button with 3 Buckles.

15 inch one Buckle
15 inch Laced Front
4, 5 and 7 Button, Men's
Children's Cord Gaiters.

COLORS

Light Fawn, Dark Fawn, Brown and Grey. These spats and gaiters are made of high grade English Cloth, combining style and superior fitting qualities.

Ralston's Polishes—A Dressing for Every Shoe

Also Complete Line of Shoe Findings

Mail Orders Filled Same Day as Received



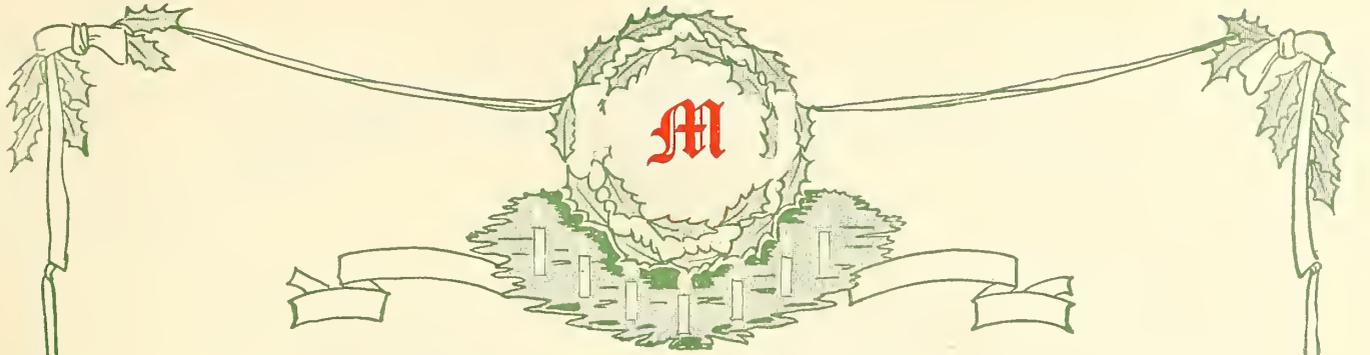
Children's Pantalettes

Children's Pantalettes made from good quality Jersey Cloth in White, Brown and Grey, sizes 2 to 10 years.



Robt. Ralston & Co., Ltd.

Hamilton, Ontario



Good Luck

During the past year we have gone together through some tough times—and a few good ones. Let's say good-bye to 1923 with the idea of forgetting the dark spots and dwelling on the bright ones, and saying

Merry Christmas

Then, as we turn our calendar to 1924, will you let us hope that it will hold nothing but the brightest spots for you. If real shoes and real service will do it, we'll do our share in bringing you

A Prosperous New Year

The program laid out for Marsh shoes contains features that mean better and more profitable business all round.

*Don't Argue
They're
Real Fitters*

THE W^M A. MARSH COMPANY, LIMITED

QUEBEC, CANADA

ROOM N

PERMANENT SAMPLE ROOM
QUEEN'S HOTEL

TORONTO



Winners Announced In Tetrault's Big Contest

- Four Prizes offered for best names suggested for our new Line of Women's Goodyear Welt Shoes.*
- Contestants entered from every branch of Shoe Trade from Coast to Coast.*
- Over 2,000 names submitted.*
- Wide variety and marked originality in names suggested.*

After eliminating those names for which we found it impossible to obtain Registration Rights, the Judging Committee unanimously selected the four following names as the most suitable:—

1. "CORONET"
2. "AVALON"
3. "COQUETTE"
4. "MISS WINSOME"

Our congratulations are extended to the winners, and our hearty thanks to all those who took part in the Contest, and made it one of the most interesting ever conducted in the Trade.

*To all the contestants and to the Shoe Trade
in general we extend*

Sincere Season's Greetings

with very best wishes for your Happiness and Prosperity in 1924

TETRAULT SHOE MFG. CO., LIMITED
MONTREAL, QUE.

Largest Manufacturers of Shoes in Canada

Valuable Sales Assistants



75% of children's sickness caused by wet feet

Throughout Canada school nurses and other health authorities in all cases emphasize the importance of wearing rubbers. The danger of wet feet cannot be exaggerated. It causes most of the colds in children, and it has been said 75 per cent of winter sickness is caused by colds originating in wet feet.

No footwear so thoroughly protects the feet from the cold and dampness of Autumn mud and Winter snow and slush as well-made, well-fitting rubbers and overshoes.

Wet muddy shoes mean extra work in the home—wear rubbers and lessen mother's worries.

Active, scuffling, heedless little feet of

boys and girls give rubber footwear its severest test. All DOMINION brand rubber footwear is made with the wear quality and durability to withstand the hardest kind of wear and tear—to protect the feet and health of children and grown-ups.

Because of their splendid wearing quality DOMINION brand rubbers are the most economical to buy.

Wear Dominion Rubbers

They are not Dominion Brand unless they carry this trade-mark.



His First Rubber Boots
—The, too, were DOMINION BRAND
Somehow, children of business men in a little girl's case is her "first" of shoes. The grade was her first personal in her memory, and they were DOMINION Brand. Located with her, as in the sketch, is DOMINION Brand on the highest and widest of rubber boots of a business man's quality. He has to be DOMINION Brand to-day. He knows them for real, and with dependence.

Newspaper advertisements in 69 dailies with a total circulation exceeding 1,568,000 copies.

A six-page folder, featuring Dominion Rubbers, mailed direct to over 250,000 Canadian homes.

When you carry Dominion Rubber Footwear in stock, you reap the benefit of two valuable sales assistants without any cost to you:—

- First:** Daily newspaper advertisements in 69 dailies with a total circulation exceeding 1,568,000 copies.
- Second:** Direct-by-mail message through the "Dominion News" reaching more than 250,000 Canadian homes.

These factors in our National Advertising help to make Dominion Rubber Footwear better known to the buying public. That means less sales resistance on the part of your customers, and a reduction in your selling expense.

Do not accept our statement for these facts. It will be worth your while to check up for yourself that Nationally Advertised products, such as Dominion Rubbers and Fleet Foot shoes, are the easiest lines of their kind for you to sell.

Dominion Rubber System

Head Office—Montreal





Cash In on Arch Preserver Faith



To-day, to-morrow, and for all time, you can sell Arch Preservers. The man's shoe with a Real Chassis to men who know—who have confidence—who have worn them—and who will come back for another pair.

Arch Preservers confidence is built on style, comfort, wear, and foot health, the features that men want in their shoes—and get in Arch Preservers.

Cash in on Public Confidence.



A Merry Christmas All the heartiness and cheer that characterize 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 Four.

"Keeps Good Feet Good"

The Talbot Shoe Co. Ltd.

St. Thomas, Ont.



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



*Youth
and
Yuletide*



With the return of the Season when Childhood holds sway, when the happiness of children is among our deepest concerns, and when memory carries us back to the time when we ourselves were children, it is fitting that we, as leading shoemakers to Canada's Children, should gladly take advantage of the opportunity of heartily greeting our shoemen friends, and wishing a Merry Christmas and a Happy, Prosperous New Year for you and yours.

GLOBE SHOE, LIMITED

TERREBONNE

QUE.

Montreal Office, 72 St. Gabriel St. — J.A. Bluteau, Representative



Mention "Shoe and Leather Journal" when writing an advertiser



Onyx — Archgrip — Georgina
"Grips the Arch"

Greeting

May Christmas Joys be undimmed by memories of unfulfilled hopes, aims and achievements.

May the New Year's brightest promises of better things to be, find their fullest and most satisfying realization.

George A. Blachford
 Charles A. Blachford

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

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:

510 Coristine Building

Boston Office:

161 Summer Street

Over a period of thirty-five years the Shoe and Leather Journal has steadily worked to the purpose of building and maintaining a circulation which is thoroughly representative of the shoe trade of Canada. An advertiser is entitled to know not only aggregate circulation, but also just where his advertising is being sent. To that end our lists have always been open to the inspection of our advertisers.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS
MEMBER OF CANADIAN BUSINESS PUBLISHERS ASSOCIATION



*May Christmas be Bright with the
Love Lights of Home and Friendship.*

*May the New Year yield its full
Fruitage of Happiness and Success.*

James Acton

Taking Stock

Nineteen Twenty-three is coming to the end of its rope, and Nineteen Twenty-four looms up ahead of us. The close of the year affords an opportunity to take stock not only of our goods, but of our business, our methods, and ourselves. The week between Christmas and New Year's Day is never a strenuous period in business, so far as merchandising is concerned, and many merchants use this week to round indefinite plans into definite shape, and to do some serious thinking. A review of the past year's successes and failures, their causes, how the former might have been capitalized, the latter avoided or minimized; an examination of fluctuation in markets and style trends; a study of selling methods that were successful or unsuccessful in our own or other stores, factories or warehouses; in fact, a thoughtful look back over the year just closed, will prove of more direct value to us in the coming year than any other one thing that can be done.

The Inventory

The physical inventory may be taken any time that is convenient. Some concerns do not close their business year with the calendar year, and consequently stock taking time is not December 31st. Others take stock once a month, and some even more frequently. But at least once a year, the merchant or manufacturer should know his exact stock in quantity and value. The man who does not take an inventory cannot be called a merchant; the fact that he stays in business is one of those miracles that occasionally occur in the business world. We won't say "there ain't no such animal," for we have heard of isolated instances. But the species is almost extinct. An inventory that is not accurate as to count, and fair as to value, is almost worse than none at all. The merchant who kides himself and his creditors with figures that represent anything but what his goods will sell for, is dangerous, to say the least. If he has dead stock, the quicker he recognizes it the better. For it represents losses that must be taken some time. The merchant who counts his stock and values it for what it will bring, can, at least, see where he stands, and plan his program. If it does nothing else, it brings to light goods which might better be moved or given away, rather than to leave them for another year to accumulate dirt and take up space. Take stock, no matter how elementary your method may be.

The Buying Program

Buying programs depend on selling programs, which in turn are usually based on previous experience. The man who does not know what he sold—or did not sell this year, cannot plan his buying intelligently for next year. His records need not be intricate, but they should at least serve to show him his sales in various seasons, in pairs rather than value. His buying plans for those seasons can then be expanded or contracted in conformity with his stocks and estimates of markets. Hand to mouth buying has been the order for some time, and serves its purpose. But to such an extent has it affected some dealers that they are afraid to order ahead on goods that they cannot help sell—if they intend to stay in business. Following the backward look, turn your eyes ahead, making up your mind that so far as it lies in your power you will make the coming year worth while to you and your business. Take a look also at the Calendar, and note the selling seasons for which you must plan. Easter comes on April 20th.—don't leave all your buying till the end of March and expect to get deliveries in time. The leaders in the field chart their progress regularly and plan their purchases ahead. They know, as closely as it is possible to know, what they are going to buy and sell in definite months of next year.

The Selling Program

"Goods well bought are half sold." But they are not sold until the customer has them and the money is in the till. So that a selling program involves a lot more than the desire to move a certain stock of shoes. First, it is necessary to have the shoes on hand—when the customer is in the store. Then it is necessary to get the customers, and hold them as friends of the store. To do this, the goods must be right, prices satisfactory, service and surroundings pleasant and agreeable. A loyal sales staff, well versed in the stock, with a knowledge of shoes, and an ability to meet the people and close sales goes far to solve the shoe dealer's problems. To obtain loyalty, the chief requisite is a square deal, to obtain efficiency, constant study and training are essential. Aside from the human sales staff, the store itself, the windows, and the advertising program all call for study and planning. All these things cannot be done at once, but they form a few of the problems on which the shoe man can and should spend time at the close of one year, before embarking on the next.

Take Advantage Of It

You owe it to yourself and your industry to take an active interest in the shoe trade convention which takes place in Montreal, commencing January 21st. Some men may find it impossible, on account of distance, to be present. But they can always communicate their ideas to the executive who are anxious to get the ideas of the whole trade. Those who are within easy travelling distance of Montreal, however, should not pass up the opportunity of spending two or three days at the convention. Business conditions demand thoughtful consideration and action on the problems of the day. This can only be effective when the gathering is representative, and the discussion thorough. Lay your plans now to come to Montreal in January.

Stray Shots from Solomon

Solomon knew the difference between a blacksmith and a jawsmith. No doubt he studied out the characteristics of both when he was temple building, and formed the conclusion which he has recorded in his book of Proverbs. "In all labor there is profit; but the talk of the lips tendeth only to penury."

TALK IS CHEAP Where you find one man who is willing to give a lift on a load, you will find ten that will enter upon

an elaborate scientific discussion as to where the fulcrum should be put to give the lever the proper purchase. For every man who keeps right on at the saw horse, you will find a dozen who spend most of their time picking out the straight sticks, and examining and greasing the bucksaw. Some men spend most of their time dreaming and planning, and their unfinished schemes would overtop the biggest structure this side of Chicago. To hear them talk you would think that they were going to turn the world upside down, but if you go back in a month you will find them—still wagging their jaws, and the old world in its same relative position to the sun, moon and stars. What is the matter with plenty of people in this world is that their mouths are too large for the rest of their system.

* * *

"There is nothing succeeds like success," says the world, and by this it means, get success, honestly, if you can, but get it anyhow. Webster defines success as "the favorable or prosperous termination of anything attempted: a favorable issue." The trouble is we judge success from the standpoint of immediate results rather than by the broader and deeper criterion of effect. Success cannot always be measured by the immediate results to individuals. The world has never been given the names of those in the city of Damascus who held the ropes the night that Paul was "let down in a basket by the wall" but the steadfastness of these men gave to the world that which has made history, shaped the course of nations, as well as individuals, and the result can alone be calculated in the light of eternity. Then will shine forth the illustrious company of those who have "held the ropes" in the critical times of national and individual peril. Success in its truest sense is measured by the fulfillment of duty. The man who is faithful to himself, and the duty that lies next him is the suc-

WHAT IS SUCCESS

cessful man, and he may die as poor as Job's turkey, but "duty done" written on his tombstone gives him a right to a place amongst earth's most illustrious heroes.

* * * *

It takes a better man to stand punishment than to inflict it. It takes grit to calmly suffer misrepresentation and opposition when a man knows he is right. The man who can wait usually wins the battle. The man who is determined to pound his ideas into other people has usually a hard time, and in

BIDE YOUR TIME nine cases out of ten makes no headway. It is the fellow who keeps on serenely at the

purpose in view and waits for people to come round to his way of thinking who gets there. Many a good fight has been lost through the pig-headedness of those who did not realize the philosophy of the saying that "everything comes to him who waits." The man who "flies off the handle" when things do not come his way, will always play a poor second to him who can smile and see the other fellow win. This was evidently the wise man's thoughts when he penned the words, "If the spirit of the ruler rise up against thee, leave not thy place; for yielding pacifieth great offences."

* * *

It is necessary sometimes to know when to let a good thing go as well as an evil. A story is told of an Irishman who had a bull by the tail which went careering around a ten acre field with him clinging for dear life to this caudal appendage. "Let go, Pat!" shouted his

LET IT GO friends. "Shure whin I get a good chance that's pwhat I'll do," said Pat, and we sympathize with him.

There are times when it is hard to let even a bad thing drop although we may be thoroughly sick of it. It is sometimes harder still to let a good thing go. To have to give up our cherished hopes or possessions when they are dearest to us, often calls for the highest kind of heroism. "He that ruleth his own spirit is greater than he that taketh a city." It is not the throttling of the temptation to get back at the man who injures you that the Greater than Solomon had in mind when he said "Resist not evil; but whosoever shall smite thee on thy right cheek, turn to him the other also." To forego revenge is not so difficult as to do good to them that hate you and pray for them who despitely use you.

Solomon



President's Office
286 Yonge St., Toronto

Greetings to the Shoe Retailers of Canada

The "Festive Season" is upon us, and no matter what the year 1923 may have brought us as individuals, we can undoubtedly find much for which we can be devoutly thankful.

Let us cherish the Christmas Spirit, and allow its benign influence like an angel of peace to rest upon us and those we love, spreading the gospel of "Peace on Earth and Good Will to Men."

To the Retail Shoe Trade, on behalf of the National Shoe Retailers' Association of Canada, I desire to convey my Warmest Personal Greetings and to the trade at large my Best Wishes for a Joyous Christmas and a Happy and Prosperous New Year.

Begin 1924 right by coming to the Big Convention at Montreal, January.

Howard C. Blackford.



President's Office
Montreal, Que.

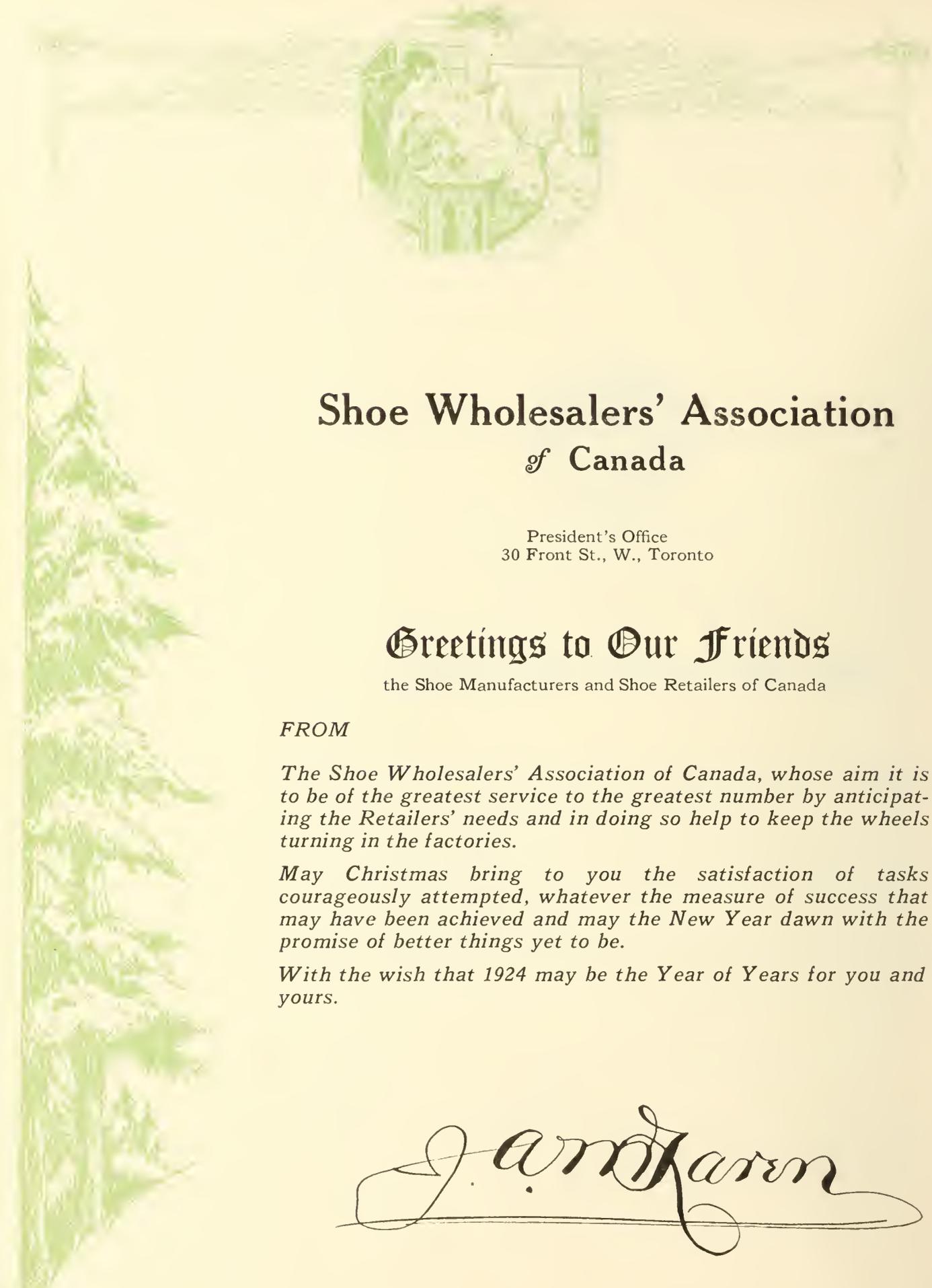
The Season's Greetings

The year just approaching its close, although it has had its difficulties and disappointments, has been marked by much for which the shoe trade as well as others may be truly thankful.

With a bountiful crop, comparatively full employment for labor and with industry in a comparatively sound position, we can look forward to the New Year with considerable hopefulness.

Permit me to extend to the entire shoe trade, manufacturing, wholesale and retail, my sincerest wishes for a Bright and Happy Christmas and a Prosperous New Year.

A handwritten signature in black ink, reading 'J. E. Manning'. The signature is written in a cursive style with a large, sweeping initial 'J' and a long, trailing underline.



Shoe Wholesalers' Association of Canada

President's Office
30 Front St., W., Toronto

Greetings to Our Friends

the Shoe Manufacturers and Shoe Retailers of Canada

FROM

The Shoe Wholesalers' Association of Canada, whose aim it is to be of the greatest service to the greatest number by anticipating the Retailers' needs and in doing so help to keep the wheels turning in the factories.

May Christmas bring to you the satisfaction of tasks courageously attempted, whatever the measure of success that may have been achieved and may the New Year dawn with the promise of better things yet to be.

With the wish that 1924 may be the Year of Years for you and yours.

J. A. G. G. G.



Tanners' Section Canadian Mfgs.' Association

Chairman's Office
Kitchener, Ontario

To the Trade

While the year as a whole may not have been marked by great development or achievement in the shoe and leather industry, there has been a steadying of conditions that augurs well for the future.

The trade is down to the solid foundation as far as leather values are concerned, and any movement must be forward rather than retrograde.

The outlook for 1924 is more encouraging. Canadians must wear shoes and there are none better and certainly none of sounder value than those made in this country.

With warmest personal greetings and sincerest wishes to the Trade for a Merry Christmas and a Happy and Prosperous New Year.

Yours respectfully,



The Four Season Plan

Another Phrase of Limitation of Styles.

THE question of rapid changes in styles is one of the most important problems facing the shoe and leather industries of Canada to-day. That there is a widespread desire for some action that would stabilize conditions is evidenced by the discussions and comments of retailers and manufacturers in the past few issues of the Shoe and Leather Journal.

It will be remembered that last January at the Convention in Montreal, Mr. A. Lecours brought up the suggestion of a "Four Season Plan," whereby instead of two seasons, or instead of styles every month or so, four seasons would be recognized, and changes limited to those seasons.

The common reply to suggestions tending to limit style productions is to point out the fact that we are rather closely tied up to styles originating in the United States.

At the same time it cannot be denied that the same problem exists in that country, and is seriously affecting manufacturing and retailing there. The larger number of big cities, where stores can play the novelty game, makes it possible for the condition to exist, but the average American store is not greatly different in circumstances and trade from the average Canadian store.

The Boot and Shoe Recorder is devoting considerable attention to the problem, and in a recent issue quotes opinions from many parts of the United States as to the feasibility or advisability of the "Four Season Plan." The vast majority of the dealers quoted are in favor of some such action, and feel that it is essential. A minority, whose trade is confined to style shoes are frankly in favor of rapid changes. But as we have often said men of that type know how the novelty game is played.

Some manufacturers in Canada have already set out to limit styles, feeling that lost sales are better than failures or settlements. Still others believe it quite possible to limit styles, establishing a new line twice a year, with a few additions midway between the two seasons.

The four season plan, however, establishes definite lines for spring, summer, autumn and winter, and allows merchants to buy four times a year with a reasonable amount of confidence. At the same time it allows manufacturers to stabilize their lines and yet introduce plenty of novelties for those who need them.

If the Canadian trade work together with the American authorities, the four season plan, or something like it, can be put into operation without much difficulty and certainly with less danger than the present lack of system holds.

Two American manufacturers at least have decided on style limitations, both on the four season plan, Utz and Dunn, of Rochester, say:—

"A careful investigation of the chaotic conditions in the trade resulting from the too frequent style changes which have taken place during the past few months, convinces us that the manner in which business has been done recently is all wrong and that in the interests of retailers an immediate change must be made.

"When a new style is presented every month (or even more frequently) it is impossible for a dealer to dispose of one lot of shoes before a new style arrives, with the result that his sales people turn to the newer

pattern and leave a goodly portion of previous lots on the shelves to become dead stock, the loss from which will more than wipe out profits made on the earlier sales. It is manifestly impossible for the average dealer to turn his stock twelve times a year and consequently equally impossible for him to profitably receive, twelve times a year, new styles which are frequently no better and in many cases less desirable than patterns already in stock. The result is a mixture of odds and ends that tie up capital and often make it impossible to meet maturing bills promptly.

"The best retailers are agreed that it is not always the *newest* pattern that is most desirable, but the pattern that, being in harmony with the style trend, *looks the best* and consequently pleases the customer. Too frequently these monthly styles turn out unauthentic and stickers. They are gotten out hurriedly and the fact that they are *new* is no proof that they will sell, and when they do sell up to expectations, it is usually at the expense of other good styles already in stock, which they 'kill' before their time. Frequent buying was adopted for safety and to aid stock turnover, but TOO frequent buying produces just the opposite effect, because it so often results in overbuying and over-variety. Every merchant knows that a constant procession of styles confuses the situation and makes it just that much harder for him to know what to buy. On the other hand, it is manifest that the old six-months' season is too long to meet existing conditions and keep a dealer's stock up-to-date.

"We believe that we have found the remedy and are prepared to take the initiative in this matter. We know that the sound business judgment of the best merchants will approve our course. We will hereafter handle our business on the basis of *four* selling seasons per year. Our salesmen will, in the near future, start on their trips for the Spring season of 1924, showing shoes to be delivered from January 15. to April 15th. About February 15th. they will start on their selling season for Summer shoes to be delivered from April 15th. to July 15th., and quarterly thereafter.

"Here is the important feature of this plan. *We pledge ourselves to make no changes in styles during any selling period.* Thus our salesmen will present for your consideration for Spring, precisely the same shoes on February 1st. that they will have when they start on their selling trip soon after December 1st., and for the Summer selling season they will present the same shoes on May 1st. that they present on February 15th., so that you can buy this line of shoes whenever the salesman calls with the absolute certainty that we will, during that period, present no later styles to interfere with and upset your stock and make less valuable the styles which you have selected.

"Remember, the freak, 'fly by night' pattern is no longer the important feature. In selecting styles, ask yourself: 'Is it good looking? Will it fit? Is it properly made, so that it will give satisfaction?' This is the real 'acid test,' because shoes that do not *satisfy* will not hold customers.

"It is settled in the minds of style leaders that shoes demanded by the buying public for the period from January 15th. to April 15th. will comprise one, two and three strap patterns (with or without center strap), cross straps, step-in pumps, gored designs and sandals in the medium and lighter shades of grey and brown, with some fancy trim on sandals and a sprinkling of whites and sport oxfords, depending on the locality. Any shoes that answer these descriptions and are '*good looking*' are safe for a merchant to buy with a certainty of disposing of them profitably."

Inadequate Protection

Address of President J. E. Warrington of the Shoe Manufacturers' Association of Canada.

MR. J. E. WARRINGTON, president of the Shoe Manufacturers' Association of Canada, addressed the meeting of the Ontario Division of the Canadian Manufacturers' Association in Toronto, on November 29th. In his address he dealt with some problems that are of great interest and importance to the shoe trade at the present moment. He said:—

"Boot and shoe manufacturing was one of the earliest industries in this country, and to-day the industry is among the largest. I will not take up your time in tracing the growth of the industry for the past 250 years, during which time I assure you, many critical periods have been passed through, and a great many difficult obstacles surmounted. Suffice to say that, had it not been for the National Policy of protection, most of the people of this Dominion would be buying their footwear from other countries, but as each successive increase in the tariff has helped the development of our industries in general, so has the policy of protection enabled the shoe industry to be what it is to-day.

"Prior to the war, the greatest competition encountered by the Canadian factories was from the United States, but during the war period, especially when the 7½ per cent. War Tax on imports was in effect, competition from the outside was almost entirely cut off. This enabled the Canadian factories to increase their volume and efficiency to such an extent that they have been able to retain their home market trade in the face of post-war competition from the United States.

"In the meantime, however, our costs of manufacture, as in most industries, have increased tremendously and while, of course, the cost of raw materials has increased, labor and overhead have remained at the high mark.

"From the first increase in the British preference, two years ago, we began feeling competition from the United Kingdom, and since the second increase, the volume of imports has reached alarming proportions. Canadian shoe factories this year have been operating on the average at only about two-thirds capacity. The shoe industry here, without doubt, has an over-production, and this is especially felt in times like we are now going through, so that when competition from Great Britain has also to be contended with, the situation is most serious, especially as imports from the United Kingdom, under the low rate of the British Preferential tariff, already have reached a volume practically equal to the output of our largest Canadian factory. This trade, if retained in Canada, would give all-year-round employment to hundreds more skilled workers.

"The present tariff duty of 15¾% on boots and shoes imported from the United Kingdom is no protection at all. In the first place, British manufacturers are able to buy all their raw materials, supplies, etc., at the lowest world price and in the lowest world market. On the other hand, practically all materials entering into Canadian-made shoes are affected by protective or revenue duties which apply on leather, findings, machinery and almost everything which the Canadian shoe manufacturer has to buy.

"Wage rates in the shoe industry in the United King-

dom still are much lower than rates on similar operations in Canadian shoe factories, by reason of the higher standard of living of the Canadian workers. In this connection, the Department of Labor recently advised us that the minimum rates for male time workers in the stock and shoe rooms of British manufacturers are from 50 to 56 shillings per week, according to age, whereas in Canada the minimum would be double this figure.

"British manufacturers have an important advantage in respect of exchange by reason of the premium realized by them when exchanging Canadian money for British Sterling. The premium on Canadian money in the United Kingdom is now approximately 9 per cent.

"Comparison of freight rates shows that British manufacturers have an exceedingly important advantage over Canadian manufacturers in respect of transportation charges to Western Canada. There is no regular direct service between Canadian Atlantic ports and Vancouver via the Panama Canal and, if goods were trans-shipped at New York and routed via the Panama Canal, duty would be charged on arrival at Vancouver. It costs over 16 cents per pair freight to get shoes from a factory in Ontario or Quebec to Vancouver, whereas the British product is carried via the Panama Canal for as little as 5 cents per pair,—a difference of 11 cents per pair in favor of the British manufacturer.

"British statistics show that during September of this year, exports of boots and shoes from the United Kingdom totalled about 100,000 dozen, with a value of more than £500,000. In respect both of quantity and value, these exports are much in excess of any previous month for two years past, and it is reported that the greater part of the increase is represented by exports to countries within the Empire. During the first nine months of 1923, exports of leather footwear from the United Kingdom showed an increase of more than 60 per cent. over the figures for the corresponding period in 1922, and an advance of more than 100% over exports for the first nine months of 1921.

"The imports into Canada of boots and shoes from the United Kingdom in September of this year showed an increase over those in September, 1922, of more than 118 per cent. In August of this year, the value of boots and shoes imported into Canada from the United Kingdom exceeded that of imports from the United States.

"The statement was recently made that almost one-third of the men's shoes now being sold in Vancouver are of British manufacture, and it appears that British shoes are being offered to Canadian retailers at very low valuations. It is increasingly apparent that British shoe manufacturing plants are looking to the markets of the Empire as an outlet for a large part of their production.

"Taking the above facts into consideration, it is absolutely essential to the shoe industry of Canada that the tariff on English shoes coming into this country be increased. We have seen the results of two reductions in the past two years, and these have been responsible to a large extent for unemployment and idle plants, especially in the case of factories making men's shoes.

"The competition from imported British footwear commenced to be felt in the finer grades first, but there is increasing evidence that this competition is spreading to the lower and cheaper lines. For example, the average valuation of men's shoes imported in September, 1922, was \$4.66 per pair, whereas in September, 1923, the average was only \$3.68 per pair.

"We feel that we are quite justified in our fears that

(Continued on Page 71)



Montcalm

With Honors of War

A Tale of Old Quebec

By S. Davidson



Wolfe

I.



It was a Saturday morning in early June, 1759, and the first rays of the sun were struggling through the heavy mist that hung over the beetling crags of Quebec. Champlain Market was thronged with early buyers whose shrill bargaining was mingled with the gay banter that gave to the scene that vivacity peculiar to gatherings of this kind amongst the French to this day.

There was a shade of anxiety on the faces and in the tones of the men who preponderated in the busy square as the news passed from lip to lip that the English were on their way up the river to lay siege to the fortress which for nearly two centuries had represented French authority in America. Early in the week, a squadron of ships had caused widespread alarm, but they proved to be Cadet's vessels, twenty-three in number, with supplies for the colony and army of defence, drawn up on the north shore between the St. Charles and Montmorenci.

Their arrival had been celebrated with great eclat but the news that Wolfe's forces were at Isle au Coudres had modified to some extent the rejoicing occasioned by the advent of abundance of munitions and provisions, which with supplies from Montreal minimized the chances of the English succeeding in their enterprise, no matter what their forces might be.

"M. Wolfe will find the walls of the fold too high and the rocks too steep for his claws, Gaspard," chuckled Joseph Le Brun, as he slapped his neighbour Leclerc on the back.

"Mais, oui! Joseph, and if he manages to land his red coats, Le Loup' will find that we have a set of dogs with sharp fangs to worry him on either flank—M. Bougainville on one with M. de Montcalm and M. Levis on the other,"—and there was a general roar at this sally.

"M. Wolfe and his ships will never pass l'Isle d'Orléans," said Maître Gervais, an old river pilot, slowly. "No one but a Frenchman or an Indian can pass the Traverse. They will run on the shoals and perish without firing a shot. Those English, see you, will never reach Quebec. We are as safe as if we were at Montreal."

And so the conversation fared until presently the personal note was struck. Old Louis Deschênaux, the shoemaker, and his daughter, having procured their week's supplies, had stopped for a chat with Father Larocque, at the door of the quaint little Church of Notre Dame des Victoires, who chaffed Paulette about soiling her dainty shoes with the mud of the market place, and warned her father to keep an eye upon her with so many

men about and women so scarce in the colony.

"There is a girl for you! Sedate enough for a marriage!" whispered Henry Lemieux to his companion Telesphore Martin. "They say Bigot has his eyes on her, which is the reason he has made her brother his secretary."

"Parbleu! Henri, he would meet his match in Paulette if what they tell me is true. It is said she left the mark of her fingers on Captain Mercier's face on that gay trip the Intendant and his party made to Montreal last winter. Bigot invited Paulette with her brother, and at Three Rivers, where the party stopped for a day, she slapped Mercier's face for being too free in his addresses, and returned next day to Quebec."

"And they tell me the brave Alphonse did not call the gay captain out for insulting his sister, Telesphore! What is becoming of our Canadian chivalry?"

Just then the sounds of shouting and boisterous singing were heard, and a crowd headed by a guard with three prisoners made its appearance. The prisoners were English midshipmen captured at Isle au Coudres, by an ambush of Canadians and Indians the day previously. The captives had a somewhat amused look as they jauntily kept step to the lilt of a couple of tipsy soldiers who sang:—

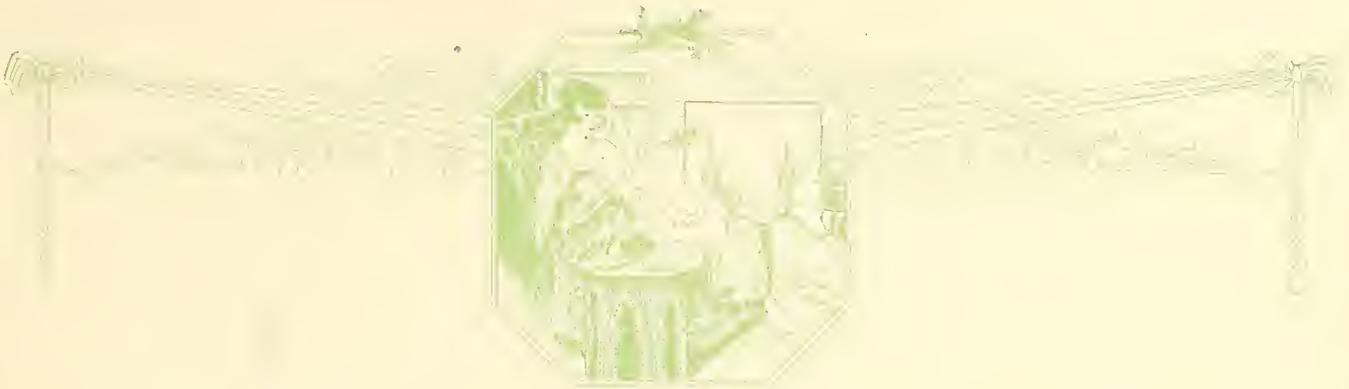
"Je chante de Francois,
La valeur et la Gloire
Oui toujours sur l'Anglais
Remportent la victoire
Ce sont des héros
Tous nos généraux
Et Montcalm et Lévis
Et Bourlamaque aussi."

The old shoemaker and his daughter turned to regard the strange scene and as the midshipmen passed, the tallest of the three, a young man of twenty gravely saluted, a glint of humour in his eye, and presently the cavalcade was lost to view on its way to the citadel, the rabble shouting "à bas l'Anglais".

"Those young rogues say the English are 50,000 strong down there," said a straggler who stopped to watch the mob climb the narrow passage; and as it turned to the left from the Bishop's Palace and was lost to sight, the excitement about the market place rose to fever heat. The report was spread that the enemy had captured several French pilots and would force a passage through the north channel, almost any day.

II.

As Paulette and her father slowly picked their way to the little shop in St. Rochs, the old shoemaker lamented the evils days on which the colony had fallen. "It is a judgment of Le Bon Dieu, little one, for the evil ways of these seigneurs, who wax rich at the expense of the people. Sapré!" he continued angrily as they passed the



Intendant's Palace at the foot of Palais Hill. "They are fattening fowl for their feasts at the Château with the grain they have stored up in La Friponne, while the people by the new proclamation of the Governor are put on two ounces of bread a day. May the Holy Virgin send a murrain upon them, and their wicked agents who rob the King and people with one hand, and curry favour of the Church with the other!" muttered the old fellow as he hobbled along on the arm of his daughter, a lithe, handsome young woman of nineteen summers.

"Hush, father!" said Paulette as she glanced hurriedly about to see if there were any listeners to this bitter tirade. "We have had trouble enough with the Intendant already, without provoking him further, and now that the English are upon us, we must bethink ourselves of plans for safety, for St. Rochs will suffer first if the ships get through the Traverse."

The shoemaker's shop, like those of the craft in all ages, was a centre of gossip, and the doings of Bigot and his thieving satellites came in for a good deal of candid criticism. Old Louis had been more than once warned by his son that the chatter had reached the ears of the master of Château Bigot, at Charlebourg. Alphonse Déschênaux, a brilliant scholar at the Seminary, had obtained the position through the influence of a Major de Pean, but it was whispered that there were other reasons why he had become right hand man to Bigot. It was hinted that his qualifications were not so much literary or mental as moral, for it is certain that the principles of the son were not those of the honest old disciple of St. Crispin, and to be in the confidence of Bigot undoubtedly meant absolute subserviance to his methods.

But the cause most commonly attributed for young Déschênaux's sudden rise to his position of influence and power at the Château was the charm of his young sister, who was known as the Belle of St. Rochs. She was as good as she was beautiful, being foremost in every good work in the parish. She had been invited upon various occasions to take part in the revels at Château Bigot, but had always managed to find an excuse. With exception of the jaunt to Montreal the previous winter, and which terminated so suddenly so far as she was concerned, her only contact with high society in Quebec had been in connection with the church festivals.

Shortly after the shoemaker and his daughter reached their humble quarters, Alphonse arrived to announce the disquieting news which they had already heard at the market place and to offer them shelter at the Château, should the town be besieged. The old man protested that he was not afraid of the English and would not budge from his shop on St. Valier St. Paulette said she would remain with her father, and if the worst happened, they could remove to Ancien Lorette or Point aux Trembles, which would be out of reach of the English cannon. No

persuasion could alter this decision so the young man went off in a dudgeon, saying that he had done his duty and the responsibility of their safety rested henceforth with themselves.

In spite of the prophecies of disaster, the next week saw the English ships safely through the northern passage, a part of their army being landed on the southerly end of the Island of Orléans, the other passing on to Point Levis, where preparations were begun for the siege of Quebec. The duel commenced, and the English guns made sad havoc of the portions of the town most exposed to their fire, the shells doing considerable damage also to the convents and churches that perched above the cliffs.

III.

In the excitement and confusion which the bombardment occasioned, the three captured midshipmen confined to the fortress escaped. In their brief sojourn, they had established friendly relations with the guards and enjoyed considerable liberty, of which they naturally took advantage when the noise of the artillery duel was at its height. After dropping over the wall they hid in the brush and waited until dark hoping to make their way towards the river. But the cliffs were so steep that they had to abandon the idea of making a descent. Feeling their way along until they came to a cluster of tents which apparently guarded a path to the beach below, they discussed their chances of passing the sentry. They finally decided to make the attempt, and, as one of them spoke French fluently they marched boldly towards an opening in the trees beyond the tents, which appeared to be the terminus of a wagon track to facilitate the drawing of water and supplies from the river. They had not taken a dozen steps when the challenge "Qui vive!" rang out and young Robinson, the one of the jaunty air at the market place, responded "friends," explaining in voluble French that they were going down to await the supply boat from Cap Rouge on orders from Commandant de Ramesay. The explanation was interspersed with uncomplimentary remarks about the English "cochons" which the sentry enjoyed so much that he forgot to ask for the counter-sign.

The lads passed on, and were half way down the precipitous path when they heard a hue and cry behind them, and presently a bullet whizzed over their heads. "We must run for it," said Robinson and as they neared the bottom of the declivity, they almost ran into the arms of two sentries. Robinson, who could see their opponents before they saw him, bowled one over with a well aimed right hander, but before his companions could follow they found themselves prostrate, having fallen over a tree trunk that had been laid across the path. They were quickly pinioned, but Robinson, with a final leap landed in the river, and was soon well out in the current. Although several bullets splattered the water close to him, darkness and the movement of the river made the frantic

efforts of the soldiers who gathered on the shore fruitless. A boat was launched, but pursuit was soon given up, and the young midshipman settled down to a steady stroke which, in spite of the tide which was running up the river at the time, brought him to the other side in the course of an hour. Taking his direction from the sound of the guns which still kept up a desultory fire, he worked his way down the bank to Levis. Next day he proceeded to headquarters and reported his experiences, and Wolfe being at the time in consultation with Monckton, his story concerning the path up the hill on the other side aroused immediate interest. The General was so impressed that he sought a vantage ground and scanning the Foulon through powerful glasses, remarked that the possibilities of scaling this Jacob's ladder might be well worth considering. In the meantime, however, he said they would see if they could not pound out a better landing at the foot of the citadel with the guns, or effect an easier one above Cap Rouge.

IV.

The steady rain of shot and shell from Levis had made the lower part of Quebec practically a heap of ruins, and most of the inhabitants had been compelled to withdraw behind the fortress or take refuge further up the river. Paulette and her father, with a number of others, removed their effects to Point aux Trembles, about eighteen miles above the city, deeming Sillery, Lorette and other nearer places too close to the enemy for comfort and safety. Here they enjoyed the protection of Bougainville's forces and were to some extent reassured by the presence of the French frigates, which, feeling themselves safe from pursuit by the English, lay anchored in the river above.

Through the long days of July and August the refugees managed to exist in comparative quiet and, notwithstanding the short rations doled out to civilians in lessening quantities, were fairly well provided for. A temporary hospital had been established at Point aux Trembles on account of the partial destruction of the Hôtel Dieu on Palais Hill, and as it was full to overflowing, the Hospitalière nuns were unable to cope with the tremendous demands upon their resources. Paulette, with a number of other young women, volunteered assistance, and in the busy weeks that followed she had scarcely time to visit her father, who had established a small shop in the neighborhood.

Intendant Bigot, with his staff, visited the village towards the middle of August, for the purpose of inspecting the stores of food and clothing, and to satisfy himself that the lines of communication with Montreal were being kept open. In his peregrinations he happened to meet Paulette in the hospital one afternoon and, bowing low before her, remarked in his smoothest tone, "Mademoiselle is more charming than ever in the garb of a religieuse. But surely there are plenty of older and more

homely women to fulfill the menial tasks you are undertaking in this dreadful place."

"I am glad, Monsieur, to be of service to my country in any capacity in the hour of her trial and need," replied Paulette without raising her eyes. "I am but doing my duty to God and the King," and the Mother Superior coming in at the time, the speaker slipped out without awaiting a reply.

But Bigot, whose ambitions and desires were not to be easily balked, determined that he would, by fair means or foul, have the fair Paulette within easy reach of his lecherous fingers. After a few enquiries of the Mother Superior as to conditions in the hospital, he remarked that there was immediate and pressing need for more help in the military hospital at Beauport, and suggested that half a dozen of the novitiates in charge of Mademoiselle Deschênaux be transferred to Montcalm's headquarters. The Mother Superior promised to consider the matter, and Bigot left with the feeling that he would soon have the high spirited girl within his power.

The matter was laid before Paulette, who, understanding the real basis of the Intendant's interest in the Beauport Hospital, told the Mother Superior that she preferred to remain near her father and retain her position as a lay assistant at Point aux Trembles. Indeed she stated that sooner than go to Beauport, she would relinquish the work of nursing altogether.

Exasperated at the obstinacy of this young girl, who was but a "shoemaker's daughter", Bigot determined to carry her off by force, and engaged two ruffians to kidnap her as she left the hospital for her father's shop one evening after nightfall.

These hirelings would undoubtedly have accomplished their purpose had not an officer of the guard happened to pass at the time. Hearing her cries for help, he ran to her rescue. A quick thrust at the nearest villain and a blow with the flat of his sword on the head of the other sent both scampering into the darkness, and, lifting the limp form of Paulette, he set her on her feet. As soon as she could speak, she explained that she was on her way home from the hospital, and had no idea who her assailants could be. The young officer insisted on escorting her to her father's door, and promised to report the matter to the Commandant. Guards were thereafter put upon the streets at nightfall, and the danger to Paulette was removed for a time at least.

V.

It was towards the end of August that an event happened which caused consternation to the inhabitants of Point aux Trembles. The British had hitherto been content to allow their vessels to follow the tide up and down the river at a safe distance from the enemy's guns. A feeling of comparative security had so far possessed the inhabitants of the little village. But one morning they observed several British ships draw up as if to land an

armed force. Bougainville had withdrawn most of his troops to the vicinity of Quebec, where an attack by the English had been expected, and only a handful of men had been left to guard Point aux Trembles and the surrounding territory.

The landing was effected without opposition, and the few men and guns left in the place were soon effectually silenced. Possession was taken of the village, but the British, who expected to find large quantities of supplies, were disappointed, most of the latter having been despatched the night before to Sillery or Foulon to be conveyed to the army of defence.

After a brief stay the British commander, who saw nothing to be gained by holding the place, departed with such stores as he found, together with a hundred or so



"Paulette arose and took his hand timidly in hers"

of the inhabitants in order that the latter might be questioned concerning conditions on the French side of the river. Amongst those compelled thus to visit Point Levis were the shoemaker and his daughter, Paulette happening to be off duty at the time. They were conveyed with the others to Monckton's headquarters, where General Wolfe interrogated them minutely as to the number of the French army, their resources, and conditions

above Point au Trembles, but without making much headway. During the few days the hostages were in captivity they were allowed to roam at large, and it was while walking about the parade ground on the second morning that Midshipman Robinson chanced upon Paulette and her father. He felt quite certain that he had seen the young lady's face before, and gradually the scene at Champlain market two months or more previously came back to him. Saluting courteously, he remarked with a smile: "Mademoiselle has changed her marketing from Quebec to Levis. Is it that the weather on this side is cooler than under the Cape? Or has she come over to discover what monsters the English are?" Blushing with anger, Paulette replied, "Is it not enough that you have shattered our homes and driven us into the wilderness? But, no! you must carry away a number of helpless women and old men to torture and insult them. Have grey hairs and womanhood no appeal to your pity if not your chivalry?"

"A thousand pardons, Mademoiselle, I only spoke in jest. I was recalling the market place over yonder where my companions and myself made sport for your citizens as we were being taken to the fortress. I bear neither ill will nor feel regret for my enforced sojourn in Quebec. As for torturing and insulting those who were brought with you from Point aux Trembles, General Wolfe would not allow such a thing, and I understand is already planning to have you taken safely to Quebec to-morrow.

"At all events," replied Paulette wearily, "we shall be glad to get back although we have not a roof over our heads. Why do you English despoil us of our humble homes and steal from poor people that which their fathers wrung from the wilderness by hard work?"

"My dear Mademoiselle," replied the young midshipman, "these matters are not in our hands. We go where we are sent, and do as we are told. The ordering is in higher hands. All we can do is to make war as mercifully and as chivalrously as possible. But all discussion aside: Your father looks as though he were in need of refreshment. Let me bring him a glass of wine or, if you will condescend to accompany me to the officers' quarters, I will be glad to place our humble mess at your disposal."

For the sake of her father, Paulette followed the young midshipman, and they were soon seated in a shady spot in the lee of one of the earthworks, where a table was spread by a servant, and wine and cake placed before them. Under the influence of the refreshments, the old shoemaker became quite communicative. When he found that young Robinson knew Paris almost as well as London, he launched into a panegyric on his native city. He had emigrated thirty years previously from the French capital where he had conducted a fashionable boot shop. He had had the misfortune to lose his wife ten years after Paulette was born, by which time he had built up a profitable business as things go in frontier towns. He had managed to give both his children a fair education and



had already laid by a respectable "dot" for Paulette. The father glanced with honest pride at his daughter as he made the last remark, and she turned her head away in some confusion.

As the midshipman was off duty, he devoted the morning to the visitors, showing them about the fortifications, allowing them through glasses to glance across the river at Montcalm's and Levis' entrenchments, and at the point of the Island of Orleans where part of the British forces were still encamped. The next day, when the refugees were sent across the river on a barge with a white flag of truce, he saw Paulette and her father embark, waving them farewell until they were quite out of sight. Turning from the quay and climbing the hill, he admitted to himself that he had never met a girl so naive and yet so womanly, so keen in her perceptions and yet so modest and courtly in her bearing. The picture haunted him during the days his ship floated with the tide up and down before Quebec. Often, as he paced the deck at night, he found himself wondering whether Paulette might be sitting behind one of the many twinkling lights he saw here and there on the rocky heights before him.

VI.

It was the fateful twelfth of September, and Wolfe had been "patched up" for a final effort to reach the fortress that for three months had defied his land and sea forces. From the beginning he had insisted that there must be some way to the plateau, which he could discern plainly through his glasses beyond the cliffs which rose three hundred feet from the river. The oftener and longer he thought of the midshipman's story and the more he examined the "Foulon" through his powerful glasses, the more convinced he felt that the key to Quebec lay in this narrow gorge. Accordingly, on the night of the twelfth, plans were completed, and in the dawn of next morning the hundred or so who composed Vergor's guard were surprised at the top of the narrow wagon track and a way opened for Wolfe's forces to reach the Plains of Abraham.

In the party of twenty-four volunteers who, just before dawn, led the way up the steep pathway of the Foulon was young Robinson, who, in the scuffle at the top of the hill, received a bayonet thrust in the side that nearly put an end to his promising career. Notwithstanding his wound, he took part in the pursuit of Captain Vergor, who fled from his tent in his nightdress. Later he was found some distance off, lying unconscious from loss of blood. Being placed in one of the tents, he was amongst those who were later carried to the sadly dilapidated Hôtel Dieu on Palais Hill, which had hurriedly been put in shape to handle the large number of casualties on both sides.

For nearly three weeks he tossed on his cot, and in his delirium raved constantly about Champlain Market, the Anse de Foulon, and the pursuit of the scantily at-

tired Vergor across the Field of Abraham. The crisis at length passed, and when he opened his eyes upon the whitewashed walls and saw the grave-faced, kindly nuns with their quaint head dresses about him, he had some difficulty in realizing just what had happened. The events on the day of battle were a complete blank, and he had to be told that the English had taken Quebec, and that the French army had retreated towards Montreal.

He expressed a desire to be taken to his ship, but was told that this was out of the question, and that he would have to remain where he was for a considerable time. He fretted and fumed at first, but finally bowed to the inevitable, and after a few days began to take some interest in his surroundings. On the fourth day of his convalescence he noticed a figure moving about the ward that he had not seen before. A young woman, apparently a novice, passed from cot to cot administering treatment to the patients with such precision and gentleness that she seemed to the manner born. He had heard the men, both French and English, refer to the "Angel of Hôtel Dieu" and as he followed her movements he began to realize that the form and carriage were strangely familiar. But he was still too dazed to think clearly, and the light was such that he could not catch a clear view of her face. So he turned wearily over and gave up the puzzle with a sigh.

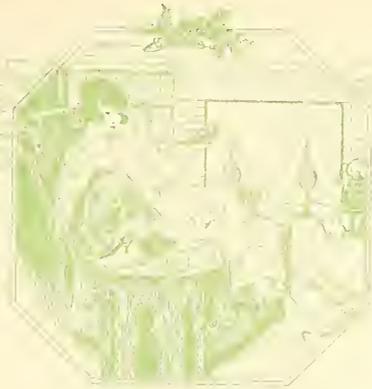
Presently she was at his side, and as she smoothed the bedclothes, he heard a voice that seemed to him like the soft purling of a mountain stream, say, "Monsieur Robinson is more like himself to-day. Will he not have a cup of bouillon before taking another rest."

With contracted brow he scanned the face of the young nurse, shook his head, and, closing his eyes, lay back upon the pillow. The young novice, however, was persistent and, raising the patient's head, made him slowly sip the warm fluid until the cup was more than half drained, when she gently allowed him to resume his recumbent position. "Thank you, that will do nicely. Now you may have another little sleep," and she arranged his pillow and left.

The next morning, as he followed her about the room with his eyes, a dim recollection seemed to come to him, and as she approached his cot he timidly asked her if she were not the young lady he had met at Levis. She smilingly acknowledged the fact, remarking with a twinkle that since the guns of Levis were silent she was again doing her marketing in Quebec.

"Ah, Mademoiselle, you remember that stupid joke of mine about Champlain market! I thought after my humble apology at Levis you would have forgotten it. But please tell me how you happen to be here? Is your good father still alive, or has the sad fortune of war compelled you to take up the life of a religieuse?"

"My father is quite well, Monsieur, and is back again at his shop in St. Valier St." she replied. "As for me, I



have not taken the vows of a religieuse, but am simply trying to do what I can to help the Sisters here who are overburdened with their work of mercy. You see the Gospel teaches us to love our enemies and care for them that spitefully use us, and we are doing our best to live up to this teaching of our Blessed Saviour."

"I badly need someone to love me," said the young man petulantly. "Captured by Indians, nearly breaking my neck at Foulon, getting almost drowned in the river, winding up with a bayonet stab that would finish an ox, here I am condemned to stay in this hole, while my mates go home to celebrate Christmas with their friends! It is enough to make a fellow wish he had gone the way of Wolfe and Montcalm!"

"Monsieur Robinson," cried Paulette severely, "I am afraid you are very ungrateful. You should not talk so. It is really wicked. Besides, see you, everybody has tried to do so much for you since you have been here. The Sisters have waited on you as though you were our very own, and the Commandant was here yesterday, and brought your promotion as lieutenant, on account of the affair at the Foulon. I think you are a very lucky young man, Monsieur Lieutenant."

As she turned to leave him, she said in a low, sweet voice: "Surely after so many tokens of His kind providence, Monsieur must admit 'Dieu lui reste toujours'."

"I ask your pardon once more, Mademoiselle Déschênaux," responded the patient with emotion. "I did not mean to be such a pig. I have not deserved half of your kindness to me. But I have never been in bed through sickness in my life, and I am just acting like a great baby. Forgive me!"

"There are so many things for which we should all be thankful, although it is so hard, Monsieur, for our people to see their beloved Quebec in the hands of foreigners. Father says, however, that the rule of the English can hardly be worse than that of the Intendent and his tool the Governor. Although it is expected that the war will be renewed, as General Levis is determined to retake Quebec next spring, if not before winter sets in," and her cheeks colored and her breath came quickly as she left him to attend to other duties.

VII.

It was slow work with Robinson, whose wound did not heal readily, and it was late in November before he was able to get about to any extent. At length, with the aid of a stick, he managed to take a short walk each day, and his sturdy constitution, backed by moderate exercise and fresh air, began to tell in his favour. His first attempt at a lengthy promenade took him to the shoemaker's shop, which he found much more pretentious than he had imagined, the old fellow having several workmen and apprentices in his employ.

He was taken into the little parlor behind the shop by old Louis Déschênaux, who was delighted to see him,

and who had evidently been kept posted by his daughter as to the young man's fight for life in the Hôtel Dieu. Over a bottle of burgundy brought forth from its hiding place in the musty cellar, the gossip concerning Paris, the war and the taking of Quebec by the English was renewed. Notwithstanding the natural prejudices of the old Frenchman, he frankly admitted that except for its present desolation and ruin, the town was already in much better shape than under the weak administration of Vaudreuil and the rapacious and corrupt methods of Bigot.

"You British are easy masters, Monsieur Robinson. Our people have more to eat than they had when the Intendent's rogues had charge of the stores, and doled out their two ounces of bread a day, and what think you, Monsieur? I saw with my own eyes yesterday some of your soldiers helping an old fellow haul his wooden cart down St. Valier Street to the market after it had stuck in the mud for an hour and none of the citizens had offered a hand. Ma foi! Your soldiers have actually helped the farmers to harvest their crops.

"Yes, and they say that last week, M. le Commandant Murray hung two of those prowling rascals who steal what little is left to our miserable citizens. Père Morin of St. Rochs, was here yesterday too, and says that we are to have our laws, religion and language the same as formerly, so that about the only things we seem to have lost is the chance to hang Bigot and his forty thieves in front of the Friponne."

The time passed more quickly than young Robinson knew, and it was dusk when he arose to take his departure. He met Paulette at the door, her duties at the hospital being over, and she insisted that he should remain for a cup of tea. It did not require very much urging, and thus an hour more was spent in discussing the great events of the past two months, and their possible bearing upon the future.

"It is rumoured" said Paulette "that M. de Levis is gathering an army together above Lorette, and promises to eat his Christmas dinner in Quebec. They say that he is training his forces in the use of ladders, and with reinforcements from Montreal expects to have little difficulty in effecting an entrance into the city."

"Let him try it," replied young Robinson. "Levis is a brave man, but if he is as wise as he is brave, he will leave this business until the weather is more favorable. Our soldiers do not relish the cold and snow, but they will have all the advantage this time of fighting from within the walls."

"Tiens! Calme-toi!" said the old man testily, "Let us not agitate ourselves about this new war until we clear some of the debris that makes Quebec look as if an earthquake had upset it. Let M. de Levis do what he will, but let us get a little sunshine out of these gloomy November days. N'est-ce pas, mon garçon?"

VIII.

The visit of Lieutenant Robinson was followed by others, until he became regarded quite as a member of the little family circle on St. Valier Street, so much so that occasional lapses to "thee" and "thou" were made in the animated conversations that took place in the back parlor of the quaint old shoe shop to the amusement of Paulette.

Before the end of the month winter came in real earnest, and the first week of December saw six or eight inches of snow on the frozen ground. The river was already solid and communication was kept up with Levis and other points by sleigh. The garrison was kept busy bringing in supplies of food and fuel, much of it having to be hauled by hand on account of the scarcity of horses. About the middle of the month a force was despatched to Levis to dislodge several companies of Canadians and Indians that threatened the town, but otherwise nothing came of the threat to retake Quebec, although occasional bands of marauders were heard of in the neighbourhood of Point aux Trembles.

In the meantime, order was not only established in the town, but the French and their conquerors got along so well socially that antagonism seemed practically to disappear and hospitalities began to be freely exchanged. A masked ball was given by the officers of the garrison to which some of the best people of the old régime were invited. It was a brilliant function and did much to encourage the *bonne entente* between British and French. Lieutenant Robinson secured an invitation for Paulette, who declined at first to take part in the affair, but between her father and himself she was finally persuaded to lay aside her scruples. Paulette's mother had been highly connected in the old land and her marriage to the Parisian shoemaker, a man almost double her age was the gossip of the time. The fact of her people refusing to recognize the marriage had been the cause of the couple leaving for New France to live their lives in their own way.

There were at the ball many whose rank and wealth made it possible for them to quite outshine Paulette in the style and elegance of their appearance, but there was not one in the entire assemblage with the charm of personality possessed by the shoemaker's daughter who, in spite of her slight form and modest presence, carried herself like a queen. Her raven tresses threw into relief a face that while not absolutely perfect in its classic beauty, bore the unmistakable stamp of intellectual and spiritual strength. She was attired in the simple costume of a Greek goddess, the dark mask and two edged sword completing the well known figure of "Justice."

As the couples made the round of the ball room there was a buzz of excitement, the Greek divinity provoking intense curiosity, as well as calling forth many sincere expressions of admiration. Her programme could have been filled many times over, but she kept three dances for Lieutenant Robinson, whose modest naval uniform

seemed lost amidst the scarlet and gold of the garrison officers. A number of the latter endeavored to secure from him a clue as to his partner's identity but he evaded the subject, and as Paulette had made it an absolute condition that she should leave before the unmasking took place, he escorted her to the refreshment room after his last dance, and saw her safely to St. Valier St. before midnight.

Next day he was subjected to a perfect bombardment of questions by friends as to what had become of the "Greek goddess", and he laughingly replied that Cinderella had to be home before midnight to save her frail shoes, the latter being true enough, as Paulette wore a pair of exquisite silver sandals made for her mother in the days of her Parisian popularity. As for Robinson himself, the Greek goddess was a revelation that he had not been quite able to reconcile with his own former conception of the maiden who presided over the modest menage at St. Valier Street. He had always thought her beautiful in a quiet simple way, but had not been prepared for the sensation her appearance occasioned in the ball room. It was hours before he had been able to get to sleep after reaching his room. He asked himself a hundred times why fate seemed to link him so persistently with this young girl in such a succession of amazing circumstances.

IX.

It was the week before Christmas and parties of soldiers were gathering fuel in the neighbourhood of Ste. Foye under the protection of a couple of detachments of grenadiers. The weather was clear and invigorating, and Lieutenant Robinson, who, by this time, was able to take long walks abroad, and had learned to use the "racquettes" or snowshoes, asked Paulette to join him in a tramp to Sillery. They started immediately after luncheon, and the snow being somewhat light their progress was slow, especially after they had passed the beaten tracks made by the wood cutters and had pushed on towards the little cove that was one of Bougainville's strongholds during the previous summer and autumn. Paulette suggested that it might be dangerous to wander too far from the military escort, but exhilarated by the bright sunshine and frost, they kept on, the rhythm of their racquettes keeping time with their animated conversation.

They had almost reached the edge of the wood bordering the river when an arrow whizzed through the air and struck in the snow beyond them. Another hit a tree just ahead, but by this time Lieutenant Robinson had seized Paulette and they made a dash for a block-house at the corner of the wood, about a hundred feet distant. They were soon safely within the tumbled-down enclosure, and pulling the door behind them, the lieutenant shot the rusty bolts into place. The block-house had not been in use since it had been evacuated by the French almost three months before, the roof being broken in several places by cannon shots. The walls were, however,

intact and the loopholes commanded the four sides so completely that no enemy could approach unseen.

As the two made for this shelter, half a dozen dark forms crept from the forest and Robinson, turning, fired at the nearest, who sprawled in a heap on the snow. The others hesitated and withdrew to the protection of the trees where they held a council of war.

Realizing their dreadful position, especially should night fall without assistance reaching them, the lieutenant cursed the stupidity and foolhardiness that had led him to wander so far from the protection of the military forces. There was a slight hope, however, of the shots being heard, and for that reason he took one or two more through a loop-hole at some Indians who crossed the road leading through the trees. A wild yell told him that one of the bullets had found a billet.

An hour passed and no help appeared. The Indians were gathering fagots, evidently for the purpose of setting fire to the blockhouse as soon as darkness fell. The occupants could hear the chatter of the savages, and catch occasional glimpses of their forms in the shadows among the trees.

The sun was going down, and already the spruces and hemlocks were casting their lengthening shadows across the snow. The two watchers looked into each other's faces in mute realization that they were probably watching the crimson and gold of the glorious winter sunset for the last time. There seemed no possible chance for escape unless a miracle intervened.

X.

"We are caught in a veritable trap, Paulette," said the lad bitterly, as he glanced wildly about the bare room as if seeking some way of escape, for with these savages capture meant infinitely worse than death. "To think, little one, that I have brought you here drives me mad. But you shall not fall into the hands of these fiends."

"Dear Monsieur Robinson, we may yet escape. Our own people, the French at Sillery, may be aroused by the shooting and come to see what is happening. They are not friendly to you English of course, but it will be better than falling into the hands of the Indians."

The hour that passed between sundown and dark was an eternity to the two young people who stood in the grim shadows of the dreary blockhouse interior, awaiting a fate that they felt was but minutes away. Paulette, had at length given up hope, and was sitting, with her head bowed on her hands, on the stone step at the foot of the ladder that led to the room above, engaged in silent prayer.

The lieutenant had removed his cloak and had placed it about the stricken girl's shoulders, and standing cap in hand, looked sadly down upon her whose life fate had so peculiarly and dramatically linked with his.

"You have been so good to me, Jaquot," she said looking up through her tears and using the name her

father had given the young lieutenant in their familiar gatherings in the little parlor behind the shoe shop. "You have been to me even more than a brother. No one knows how I have missed Alphonse whom the wicked Bigot stole from us when we needed him most. Alas, that we should meet for a few short weeks only to part like this. What will become of my poor father?"

"Paulette," replied the lieutenant huskily, "we are standing upon the threshold of the unknown. In a few moments we may be called upon to face a most dreadful death. That I loved you I realized dimly when your words of rebuke at Levis that morning cut me like a whip. When I saw you at Hôtel Dieu, I knew that it was your dear face that hovered over me as I lay between life and death at Foulon. But it has taken this hour to reveal to me the depths of a love that even death is powerless to end."

As he spoke, Paulette arose, and moving towards him took his hand timidly in hers as she said in a voice that was almost a whisper, "Jaquot, I will not hide from you the fact that in spite of my efforts to stem the tide of this hopeless love, I have given to you that which has never been given to another. My bitterness at times has been the result of helplessness to avert what I know to be absolutely impossible."

Turning and lifting her deep, lustrous eyes in the dim twilight to his, he saw that holy and sacred light out of which the voice of God speaks commanding the beholder to take his shoes from off his feet. Paulette swayed a moment uncertainly, and was about to fall when her companion caught her. As he put his arm about her waist, her head sank on his shoulder and she passed into unconsciousness.

"My precious, precious darling," he repeated again and again as he held her to his heart and reverently touched her forehead, eyes and lips with his.

There was a wild shout without, followed by a ragged cheer which seemed to indicate that the Indians had been reinforced. Gently laying his insensible burden upon a pallet of straw in a corner of the room, Lieut. Robinson examined his pistol, remarking that with two bullets left there was still a chance to escape a worse fate than butchery from the savages.

A parley appeared to be in progress on the edge of the wood where some of the fagots were already lighted in preparation for the attack upon the blockhouse. Presently a flag of truce approached carried by a Canadian woodsman and a demand was made for surrender. Young Robinson, glad of any kind of respite, replied that rather than turn over the young lady in his charge to the Indians he would see the house burned over their heads.

On hearing this response spoken in perfectly good French, the ranger enquired who the speaker was and who might be the young lady confined with him in the

(Continued on Page 69)

Show Cards For January Selling

*A Good Month in Which to
Clear Out Left-Over Stuff.*

JANUARY will be here almost before we realize it. After the selling period of Christmas the business of January usually starts off rather quietly. But this year may be an exception. The mild weather which has been general has interfered with the selling of boots and shoes suitable for outside wearing, so when the colder and snowy weather does really set in it may cause a rush for the heavier goods that have not been moving as fast as the retail shoe man naturally desires.

Then January is a good month in which to clear away the odds and ends that have been hanging and especially those that have been left from the Christmas trade. Many shoe men make a practice of having a special sale during the month of January just for this clearing work, and they may also secure a few leaders or specials that can be added to this sale to keep things moving with a little more ginger or pep. If this is done some extra advertising will be necessary. This advertising should be done in newspapers, with signs, and show cards.

We have prepared a number of show cards of a very easy style that should help in making this sale go. There are cards, too, for your general trade; for the selling of regular lines should not be overlooked during the sale period. And of course the sale should not last the entire month. A week or ten days should be quite long enough for this special.

The "Big Values" card is particularly for a display of goods in the sale price list. A window nicely dressed, and with price tickets on each pair of shoes shown, should bring good results. This card will attract attention. The circle is a piece of wall paper

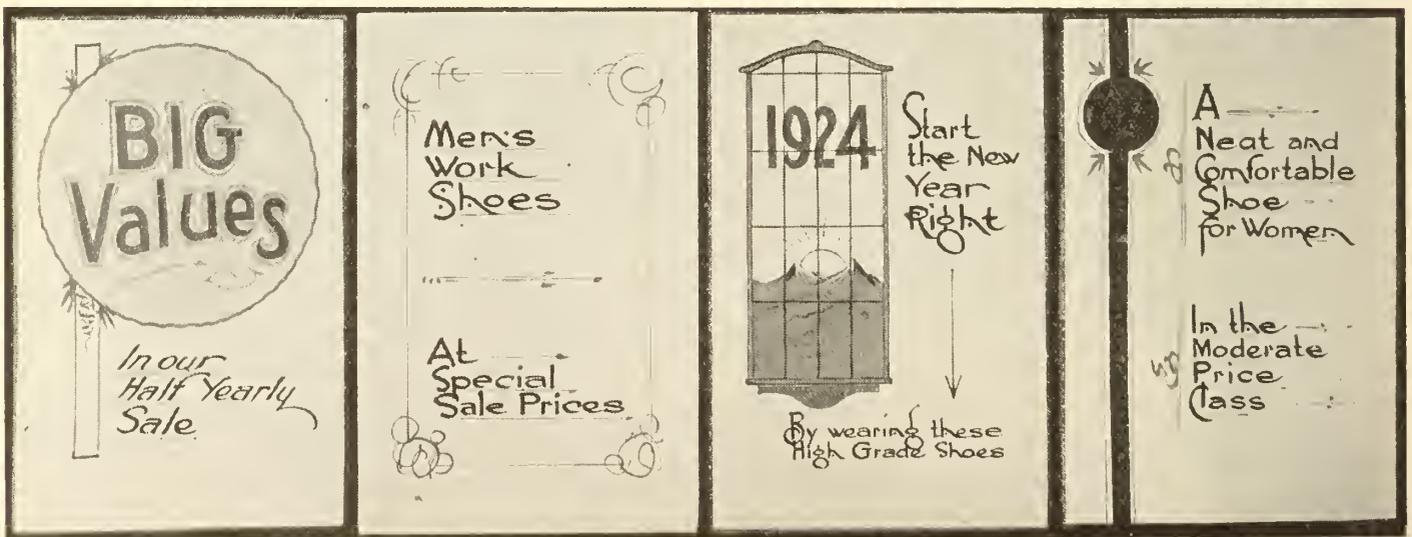
cut to shape and pasted on to the card. Care should always be taken to paste a piece on the back of the card the same size and opposite the piece on the front. This is to prevent curling. If you paste only on one side it will curl the card. Select a nice small pattern of wall paper, and after it is all nicely pasted on, letter with red and outline with yellow and you will be surprised at the bright and attractive effect produced. The outline of the circle and the narrow panel at the side should be done in yellow and the small lettering in black.

The "Men's Work Shoes" card is another for the sale. This suggests that you make a change of your window and put in one line one time and another line another time. This card or this style of card may be used for other lines. It is about the simplest kind of card to be made. The lettering is small and easy to read, and may be done in red or black, or the two colors may be used. The top part may be in red and the bottom in black. The border may be in grey or pale green. The ornamental lines in the same tint.

The window design is one suggestive of the first of the year. This is quite easy to make. The distant hill effect may be made in grey and the sky in pale blue and the sun in bright yellow and the rays in the same yellow color. The window frame may be in a dark color and the 1924 in red. The sash will give the distant effect. The small lettering should be in black. This card, it will be seen, is for regular lines and it will be advisable to use price tickets on the shoes in the display.

The other 1924 card is easy to make. The strip at the side is a piece of wall paper pasted on to the card. The lines around it are bright red. The figures will look well in any contrasting color. The ornamentation will be best if done in a subdued color like pale green or grey. The lettering may be done in red or black.

A little consideration of your needs for January selling and some planning in advance should no doubt result in good business during what some call a quiet month.





Twice Told Tales

Old stories are often more interesting than new ones, so we will take this opportunity to express our thanks and good wishes to our many friends in the trade, and extend to them the old, old wish, a Merry Christmas and a Happy New Year with future prosperity abundant.



The HARTT BOOT & SHOE CO., Limited
Fredericton
New Brunswick

A Merry Christmas
And
A Happy and Prosperous
New Year

We wish for you most heartily that this Christmas shall be one of Joy and Happiness followed by a year of Prosperity, and we shall do our best to make the high standard of Wickett and Craig products a factor in that Prosperity.

Wickett and Craig, Limited
Toronto, Canada



**Season's
 Greetings**

Wreathed in Good Wishes and in Appreciation, our Yuletide Greeting goes out to all our friends in the Shoe Trade.

May the Joy of Christmas gladden you at this Season, and may high purpose and worthy effort bring you Happiness and Prosperity in the New Year.

Our purpose and effort will be devoted to making the Crescent Line the source of bigger business for shoe merchants in Nineteen-Twenty-Four.

CRESCENT SHOE COMPANY
 864 Laurier Ave., E. Montreal

WITH HONORS OF WAR*(Continued from Page 65)*

blockhouse. When the name of Mlle. Déschênaux was announced, he summoned several of his companions, and Lieutenant Robinson was informed that if he would open the door he would be given a safe conduct to Sillery for himself and the young lady where he would be considered a prisoner of war, while she would be returned to Quebec in the morning.

There was nothing left but to accept the terms. Paulette was still unconscious, and as it was a matter of life or death that she should be taken at once to a place of warmth and safety, the bolts were drawn. Upon the young man promising not to attempt to escape, the woodsmen allowed him his freedom and assisted him in the endeavor to revive the apparently lifeless girl. The fagots prepared for firing the house were thrown into the huge fire place, and soon there was a marked difference in the atmosphere, while a mouthful of cognac induced Paulette to gradually open her eyes.

Seeing the lieutenant and three or four of the rough looking men about him, she gave a startled cry, and half arose from the couch. When informed that her companion was a prisoner and that she was to remain at Sillery until he was well on his way to the French army headquarters at Three Rivers, she protested indignantly and refused to leave the blockhouse. She promised the vengeance of her brother and Governor Vaudreuil upon those who had treated them so shamefully, and insisted that she would go to Three Rivers with Lieutenant Robinson, and lay the matter before General Levis.

XI.

While the discussion was at its height, one of the guards came to announce that lights had been seen in the

direction of Ste. Foye. Every effort was made to hurry the preparations for removing the captives, and the lieutenant, with his arms pinioned, was compelled to watch the attempts of the two rangers to drag Paulette to the door. Suddenly a wild cheer broke on the frosty air. There was a scattering of musket shots, followed by shrieks from adjacent woods, and a company of soldiers appeared on the double in front of the blockhouse. Captain Evans, a friend of Lieutenant Robinson, and a companion in arms at Foulon, burst into the room in time to see the three rangers disappear up the ladder into the loft and make a hurried exit through the holes in the roof. The shots outside, however, evidenced the fact that the cordon around the blockhouse was complete. The most of the woodsmen and Indians, surrounding the blockhouse, managed however to make their escape through the forest.

The rescuers had brought "first aid" in the shape of provisions, and the Indians had provided fuel in abundance. A guard being posted outside, the young people sat down on improvised seats and enjoyed as well as they could the simple luxury of a bivouac supper. The captain was told the story of the siege from beginning to end and betrayed uneasiness that as bold an affair should take place so near Quebec. He had intended returning that night to headquarters but second thought suggested it might be well to wait until daylight. It was impossible to tell what forces might be scattered in the woods, and a night march might be disastrous. Arrangements were accordingly made for the defence of the blockhouse.

The two men sat before the fire and smoked, while a bed was made from the soldiers' greatcoats for Paulette in the corner. A number of the men were quartered in the room above and managed to fill the holes in the roof with straw, of which there was an abundance. The

*A Lacasse Leader*

An Oxford combining the features of popular style and moderate price needed to meet to-day's demands and to make sales with the many value-seeking buyers.

One of the many special offerings in our complete line of

Women's, Misses' and Children's McKays
And Imitation Goodyears

Season's Greetings

On this first Christmas since the organization of our new Company it is a pleasure for us to extend to the Trade Heartiest Christmas Greetings and to wish you all a New Year of genuine Happiness and satisfying Prosperity.

JOS. LACASSE SHOE CO., LIMITED
323 Aird Ave. Montreal

Greetings

We extend our thanks to our Friends in the Trade for their co-operation during the past year and wish one and all

A Merry Christmas
and a
Prosperous New Year

L. H. Packard & Co., Limited

15 St. Antoine St.

:::

Montreal

Once Again

To you, whose goodwill and friendship have helped to make this a happy holiday season for us, we send our cordial appreciation and best wishes for a very Merry Christmas and a Prosperous 1924.

Greb Shoe Co.

Limited

Kitchener, Ont.

place was thus made quite comfortable and the hours passed quietly until dawn, which revealed no movement of any kind in the surrounding country. A party of skirmishers was sent out to reconnoitre the woods, and they reported that the neighbourhood was clear of both French and Indians.

After a frugal breakfast, the party made ready for the return to Quebec, Paulette and the lieutenant trudging in the rear of the company, which marched with Captain Evans at its head. They were both silent but a cloud of deep reserve seemed to envelop Paulette. She appeared anxious for some reason to maintain a mental as well as physical distance between herself and her companion.

"I am afraid, Monsieur Robinson, you must have thought my actions last night most unwomanly. I shall never be able to forgive myself," and she turned her head to conceal her emotion.

Catching her hand and drawing her back a step he said "Paulette, you must not talk like that. You were braver than I when those devils danced with their blazing fagots about the blockhouse. We have been in the very jaws of death, to the very gates of hell together, and it is too late now to forget either the sweetness or the agony of those dreadful hours. You called me Jacquot when we were in the valley of the shadow of death, Paulette, why do you go back to Monsieur Robinson now?"

"I became a prisoner of war in a double sense that June morning at Champlain market," he continued, "and Levis, the Hôtel Dieu and Sillery have only put their seal on what God joined together. Is the bond that the shadows forged last night at Sillery to be dissolved by the sunshine of this glorious winter morning?"

"Jacquot," replied his companion sadly, "I am afraid I can never make you understand. I have not told you before. How could I? I did not know you cared. I am betrothed to Rudolphe Lachance, an officer in Levis' army who has been absent in Montreal for three months. We were to have been married at Christmas and it was to this that father referred when mentioning my marriage 'dot' at Levis. It is an affair of some years, and, although I have not seen much of Rudolphe for the past year, I understand he was on his way to Quebec to arrange for our marriage at Christmas when the city was taken by your M. Wolfe"

"But it is impossible Paulette! You do not love him. You could not possibly marry him. You shall not!"

"By the laws and traditions of our people Monsieur Robinson, I belong to Rudolphe as fully as though we had stood at the altar. I am bound to him as really as if I were his wife," she repeated hopelessly.

"My God, what a world this is!" said the young man as he dropped her hand and gazing stonily ahead of him trudged for a mile or more in silence. "If such a thing happens. I shall never look into a woman's eyes again without shuddering."

"Do not grieve, my dear Jacquot. It breaks my heart to see that look in your eyes. Apart from my betrothal, there are other considerations, that would prevent any union between us. There is our religion as well as the difference in our stations."

"Don't drive me mad, Paulette! There are no differences and can be no barriers where pure true love unites two hearts. A religion that would prevent such a union is not worth the name. As for your fiancé, let him claim you if he loves you and possesses your love, but otherwise he will never have you!"

XII.

They had reached the city by this time, and found

quite a gathering at the gate as the report of the skirmish at Sillery had spread like wildfire. The old shoemaker was amongst the first to welcome the wanderers, and the three, after thanking Captain Evans, set out for home and were soon enjoying a cup of coffee behind the shop on St. Valier St.

A week passed, and old Louis began to chafe over the fact that the young naval officer had not turned up. He set out for his lodgings to discover the reason. Robinson, he found, had been confined to his room with a severe cold, the result of exposure at Sillery, but low spirits were mainly responsible for his refusal to leave the house.

Christmas Eve came, and he was induced, after considerable persuasion, to spend the evening at St. Valier St. The father and daughter purposed attending midnight mass, and said they would be glad to have him accompany them if he cared to, or he might await their return at the house. He went with them and thoroughly enjoyed the mystery as well as quaint solemnity of this time honored ceremony.

On their return they found a hot supper awaiting them, prepared by the servant under special instructions from Paulette. The restraints of the "messe de minuit" were sufficient to excite to unusual vivacity the shoemaker, and his humor became infectious. Happening to lift his plate, Lieutenant Robinson found a tiny envelope of birch bark bearing his name. Within was a dainty note in a delicate hand written on the same frail material. The missive read: "Monsieur 'Jacquot:' A despatch received from Montreal announces that Captain Rudolphe Lachance was married to Mlle. Marguerite de Ramesay on All Souls' Day. The 'garrison' of Quebec being thus left to its own resources, and being utterly unable to defend itself against unequal odds has decided to capitulate with the provision that it be accorded full HONORS of WAR."

As there were no exacting legal regulations in those days, and willing lovers who satisfied the authorities that they were justly entitled to be joined in the bonds of holy matrimony could have the banns shortened to almost any extent within reason, Lieutenant Robinson and Paulette Déschênaux were made man and wife before the altar of the Basilica before high noon on le Jour de l'An 1760.

INADEQUATE PROTECTION

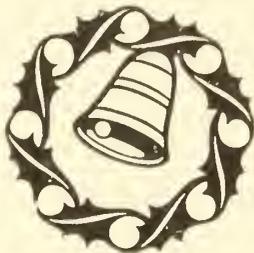
(Continued from Page 57)

the imports will continue on an increasing scale, unless effective means be taken immediately to protect the Industry in Canada from competition that will prove ruinous to the factories in this country, owing to the lower costs at which they are able to produce in Great Britain and deliver on this side of the water as compared to the Canadian plants.

"Shoe manufacturing probably is the most highly competitive of all Canadian industries, and there is no possibility of the manufacturers taking improper advantage of the tariff. They ask for higher protection against British footwear to equalize production costs as a result of the higher living standards of labor in Canada and to offset higher costs of materials here in consequence of import duties imposed as protection to other industries and for revenue purposes. That protection should be high enough to compensate also for the exchange advantage which the British manufacturer now enjoys and for the higher transportation costs on the Canadian shoes.

To Our Friends In The Trade

A genuine pleasure, which this Season of Pleasures brings us is to thank our friends in the Trade for business favors and friendly courtesies during the past year. Most sincerely do we wish you and yours



A Merry Christmas And A Prosperous New Year

We would remind dealers everywhere that we are showing a range of shoes strong in selling features that you can handle with unusually good results right now. Decide now to try them in your 1924 selling.

McKAYS and IMITATION WELTS for WOMEN, MISSES, BOYS, YOUTHS and CHILDREN

CHILDREN'S SHOE MANUFACTURING CO., REG'D.

G. E. CARPENTIER

LAUREAT BLONDEAU

37 Colomb St. Que.



Where is the industry that numbers such a membership of good genial fellows as the Canadian Shoe & Leather Trade?

To them the Merry Goodwill Spirit of Christmas comes natural. Among them New Year Wishes are as sincere as they are hearty and generous.

It is a matter of pleasure and pride to me to have the opportunity of extending my heartiest Greetings and Wishes to Shoemen everywhere at this Christmas time.

J. A. SCOTT

566 St. Valier St., Quebec.

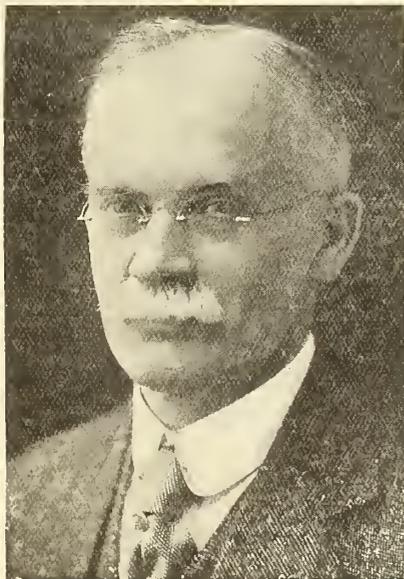
218 Notre Dame St. West, Montreal

The Season's Greetings

We are glad to number so many friends among the Canadian shoe and leather trade whose patronage through the past year has expressed confidence in us and in our lines.



We hope that this Christmas season is the finale of a year of progress for you and that the new year will open up a richly prosperous period for the entire trade.



The T. Sisman Shoe Company Limited

THE "BEST EVERYDAY" SHOEMAKERS

Aurora, Ontario



A Merry Christmas to All the Trade

Although each season our Christmas Greeting message takes necessarily somewhat the same time-honored form, it takes a different nature,—a nature more earnest, more hearty and more thankful, as Time teaches us to place more value on the Goodfellowship we enjoy throughout the Trade.

THE COLUMBUS RUBBER CO., OF MONTREAL, LIMITED

Branches At

Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.



Mention "Shoe and Leather Journal" when writing an advertiser

Among The Shoe Men



Mr. Richard E. LeSueur, shoe merchant, of Sarnia, has celebrated his 73rd. birthday. He is a native of the city of Quebec. He was mayor of the city in 1892 and 1893, has a ten years' record of service on the town council, and no less than twenty-five years on the board of education. In politics he is a hard worker for the Conservative party, and his eldest son Richard V. LeSueur, senior partner of the law firm of LeSueur, McKinley LeSueur & Dawson, is Conservative member in the Dominion House for the constituency.

The office staff of the Ames Holden Felt Boot Company, Kitchener, is now permanently located in the new offices in the factory behind the former quarters on West King Street. The factory is busy on its various lines of boots and felt.

The shoe factory of Messrs. Joseph A. Desautels & Co., Montreal, recently suffered heavy loss by fire.

Redden & Publicover Ltd., of Sydney, N.S., have installed a Pedograph in their store.

Misses Mills, Brooks and Griffin, of the Tred Rite Shoe Co., Otterville, were recent visitors to Aylmer.

Mr. C. Henry Dimock, of Windsor, N.S., has just celebrated his 45th. year in the shoe business.

Mr. Harry Lincoln, of the United Shoe Co., was a recent visitor to Kitchener.

The R. & R. Shoe Stores, of Kingston, are giving up business, owing to the expiry of their lease.

Mr. N. H. Nicholson, who has had considerable experience in South America, has been appointed agent for the Hurlbut Co. Ltd., of Preston, carrying their lines of Hurlbut Cushion Sole Shoes and Pussyfoot, covering Equador, Colombia, Peru, Bolivia and Chili. Mr. Nicholson's headquarters are located in Lima, Peru.

Mr. A. D. Albee, of the Canadian Leather Co., Montreal, has been visiting the trade in Quebec City.

Mr. T. King, of King Brothers Co., Limited, Whitby, visited Quebec a short time ago.

Mr. Wilfrid Gagnon, general manager of Aird & Son, Reg., has returned from a business trip to New York City.

Mr. John Myles, general manager of the Columbus Rubber Company of Montreal, Limited, and Mr. H. G. Nickel, sales manager of the same firm, paid a flying visit to Toronto recently on business.

Mr. John Sinclair, of the Barrie Tanning Co., Barrie, Ont., has been spending some days in Montreal and vicinity.

Mr. Jules Payan, of Duclos & Payan, Limited, has his trusty gun cleaned up and is practising in order to keep up his enviable marksmanship records in the coming trap shooting contests.

Mr. Harvey Graham, Ontario representative for The W. A. Marsh Co., Limited, was a recent visitor to Quebec City.

Mr. Geo. Robinson, of Geo. Robinson, Limited, Montreal, spent some time in Ottawa on business recently.

Mr. Nap. Tetrault, president of the Tetrault Shoe Manufacturing Co., Limited, accompanied by Madam Tetrault and members of the family, sailed on Dec. 11th., from New York for Europe. Mr. Tetrault contemplates

an extensive tour of the European centres during the Winter.

Mr. James Tabrett, of the Canadian Stitchdown Co., Montreal, accompanied by his wife and little son have left to spend the holidays with Mrs. Tabrett's people in Moncton, N.B.

Mr. L. C. Van Geel, general manager of the Norfolk Shoe Co., Ltd., Tillsonburg, Ont., was a visitor to Montreal recently.

Mr. C. W. Boyer, of Ames Holden McCready, Limited, made a recent business trip to Toronto.

The Children's Shoe Manufacturing Co., Reg'd., have purchased the block at the corner of Colomb and Voltigeurs Sts., Quebec, opposite their present plant. They are making extensive alterations to the building, which is a three storey brick structure of twenty-five foot frontage with sixty-six foot depth. These new and larger premises will enable the firm to take care of their fast increasing business and relieve the congestion of their old plant. Mr. G. E. Carpentier and Mr. L. Blondeau are the enterprising men behind this growing organization, and under their direction the Company and its lines have achieved marked success in the Trade.

Take Nature's Way Walk Every Day

Out of over three hundred slogans entered in our contest, the above was selected as the winner. It was submitted by Jessie Hooper of Vancouver. The contest will be featured in our next issue.

Mr. H. E. Moles, of J. & A. Bell, Ltd., spent a few days calling on his friends in Toronto and Montreal.

Mr. H. B. McGee, in addition to the Perth line, which he has handled for so long, is now representing Lachance & Tanguay in Toronto.

R. Dack & Sons, Limited, Toronto, have purchased a four-storey building at 124 Adelaide St. W.

THE PARKMAN SHOE CO. LTD.

The Parkman Shoe Co. Limited, of Halifax, N.S., have capitalized their business for \$100,000.00, and issued new capital to the amount of \$25,000.00. They have as members of the firm some of the most influential men in Halifax, and the manager, Mr. T. L. Parkman, will be assisted by Mr. F. Gilkie, who has had seventeen years' experience with the old firm, the Robert Taylor Co. Limited. They have recently taken on for New Brunswick Mr. E. Gordon Leaman, who represented the L. Higgins Company for seventeen years in that Province.

As Comfortable As A Good Shoe

Make The MOUNT ROYAL Your Home During Convention Week



Two Views
Of A
Comfortable
Sample Room



150 Luxurious SAMPLE ROOMS
each with alcove bedroom and private bath

Size	Number Available	Lighting	Price
18 x 20 ft	60	2 five foot windows	\$4.50
18 x 24 ft	60	3 or 4 five foot windows	\$5.50
18 x 32 ft	30	5 five foot windows	\$6.50

Mount Royal Hotel

MONTREAL

VERNON G. CARDY, Manager

Direction: United Hotels Company of America.

Merry
Christmas



Happy
New Year

The time returns when Christmas Greetings impart their gladdening influence far and wide, and to all our friends in the Trade the Goodwill Greeting is extended in all sincerity, with Best Wishes for a New Year with Happiness and Prosperity exceeding any you have yet known.

Wholesalers will find it a paying proposition to handle HECTOR TURNS in 1924. The moderate prices are in full accord with the demands of the times, and the shoes sell in big volume on the appeal of style and value.

HECTOR SHOE COMPANY

331 Demontigny St., East

Montreal

TETRAULT PRIZE CONTEST.

The recent announcement of the judges in connection with the contest conducted by the Tetrault Shoe Manufacturing Co., Limited, Montreal, brought to a close one of the most interesting contests held in the Shoe Trade. The object of the contest was to secure the most suitable names for the new line of Tetrault Welts for Women, and four cash prizes were offered for the best names suggested. Contestants entered from all branches of the trade from Coast to Coast, and over two thousand names were suggested. Of the large number of names received, many had to be eliminated owing to the Department at Ottawa refusing Registration Rights, such or similar names having already been registered by other firms. The large total and wide variety of names evidenced a vast amount of thought and originality on the part of the contestants, and it was no easy matter for the Judging Committee to decide the winners. After carefully considering the merits of each name from every standpoint, the judges unanimously made the following awards:—

"Coronet," 1st. prize, \$25.00, Geo. J. Ree, of Wm. H. Mack, 344 Bleury St., Montreal.

"Avalon," 2nd. prize, \$15.00, L. H. Publicover, of Messrs. Redden & Publicover, Ltd., 300 Charlotte St., Sydney, N.S.

"Coquette," 3rd. prize, \$10.00, N. Adelstein, of Adelstein Bros., 209 Esplanade Ave., Montreal; Miss Antonia Brassard, of A. S. Lavalee, 101 Rue St. Laurent, Montreal; E. J. Dawson, of Messrs. Sterling Bros. Ltd., London, Ont.

"Miss Winsome," 4th. prize, \$5.00, J. T. Paul, 346 Champlain St., Quebec; Mrs. G. D. Jefferson, Wolfville, N.S.; James Stephen, of Kilgour Rimer, Ltd., Winnipeg, Man.; Geo. Harlow, of Fibre Box, Ltd., Toronto, Ont.; Lloyd E. Rankin, of Porter & Robbins, Yarmouth, N.S.; R. Shore, of W. T. Martin, 297 Le Breton St., Ottawa, Ont.; W. W. McLean, of F. M. Stafford, Ltd., Sudbury, Ont.; John Stewart, of Stewart Shoe Store, Victoria, B.C.; W. T. Terry, Edmonton, Alta.

The Tetrault Shoe Manufacturing Co., Limited, extend their hearty thanks to all those who took part in the contest, and the fortunate winners are receiving the congratulations of their friends in the trade.

"JIMMY" SCOTT'S SUCKING PIG DINNER.

Mr. J. A. Scott, the genial leather man of Quebec City, recently gave a sucking pig dinner to his Quebec friends, and included in the fortunate guests was a large number of shoe manufacturers and leather men of Quebec. Just as dinner was about to commence the affair was very abruptly interrupted by the appearance of a rather irate farmer, who, in most emphatic terms, demanded payment for the pigs. In negotiating the settlement of the little question of price, however, it was discovered that the supposed farmer was none other than Mr. Lucien Borne, admirably disguised and impersonating the gentleman of the farm to perfection. Everything having been straightened away satisfactorily, the guests proceeded to do full justice to the very appetizing dinner, and the mirth provoked by the very amusing commencement continued throughout the whole enjoyable affair.

The Novelty Shoe Store at 105 Yonge St., Toronto, was severely damaged by fire early Tuesday morning of this week. Mr. S. N. Saba, head of the firm, estimates the damage to stock at about \$80,000, of which insurance will not cover more than one fourth. The damage to the building is believed not to be heavy.

Greetings

To all our friends
in the Shoe Trade

With sincere and hearty wishes
for a Merry Christmas and a
Happy, Prosperous New Year.

We thank you for the Goodwill
you have shown us in your patron-
age of the past year, and assure
you that our lines of

STAPLE AND SPORTING FOOTWEAR

with their well-earned reputation
for exceptional merit and value
will be worthy of your confidence
during 1924.

JOS. TANGUAY, Reg.
34 du Roi Street
Quebec



FRIENDS WORTH WHILE

Reviewing one more year of our association with the Shoe and Leather Trade, we are brought to realize with deeper consciousness than ever that this industry is made up of men of the good-will-kind who are really friends worth while.

To the many whose co-operation we have enjoyed through the past year we return heartfelt thanks, and wish all members of the trade a

Merry Christmas and a Happy New Year

LUC ROUTIER

56 Colomb St., .: Quebec

Christmas Greetings



To our many loyal friends in the Trade we extend
Heartiest Christmas Greetings, with Best Wishes for
a New Year of Happiness and Prosperity

Making the Eastern Shoe Line one of your leaders for 1924 is to
cash in on the popular demand for these shoes of dependable quality
at a moderate price.

Eastern Shoe Mfg. Company Limited
MONTREAL



We Thank You



We gladly take this opportunity of thanking the Trade
for the splendid reception accorded to the LePage
Men's Welts.

In gladly extending to you the Compliments of the Season we
assure you of our best efforts to make our lines a real trade building
help to you in the New Year.

LePage Shoe Company
MONTREAL

Samples shown by Eastern Shoe Mfg. Co., Limited

DEATH OF MR. DALLAS.

The recent death of Mr. J. L. H. Dallas has removed one of Canada's veteran shoemen. Mr. Dallas was taken ill at Winnipeg, during a trip through the West and after an illness of several weeks was seized by a stroke from which he never rallied. The late Mr. Dallas was in his seventieth year. Hamilton, Ontario, was Mr. Dallas' birthplace, and the John McPherson Co. Limited of that city, the school in which he received his early business training. About 1890, he entered into partnership with Garside and McKellar, under the business head of Garside, McKellar and Dallas, which, upon the retirement of Mr. Garside, became known as McKellar & Dallas. After the death of Mr. McKellar, Mr. Dallas joined the wholesale business of Mr. McLaren, which became known as McLaren and Dallas, and from which Mr. Dallas retired several years ago. During recent times, Mr. Dallas has been representing various English firms in Canada, an occupation that suited his failing health.

MONTREAL RETAILERS MEET.

A successful meeting of the Boot & Shoe Section, Montreal Division, Retail Merchants' Association of Canada was held at Montreal recently at which several important problems were up for discussion. Mr. C. R. LaSalle presided. Amalgamation with the R.M.A., robberies and fraudulent failures, were among the subjects discussed. The following officers were nominated on the Shoe Section, Montreal Division: President, C. R. LaSalle; 1st. Vice-President, A. LaSalle; 2nd. Vice-President, O. Barriere; 3rd. Vice-President, A. Reeves; Secretary, Louis Adelstein; Treasurer, J. W. Watson; Auditor, T. Dussault.

CRIME WAVE SPREADS EASTWARD.

A barrel of oysters stored in the cellar of Mr. Lucien Borne's warehouse, Quebec City, was the cause of considerable excitement on a recent Saturday afternoon. The report reached Mr. Borne at his home that burglars had entered his cellar, and upon hurrying to the scene strongly armed to combat the desperadoes, he found the premises in possession of Messrs. J. A. Scott, Luc Routier, G. E. Carpentier, L. Blondeau and Arthur Richard, all busily engaged in making inroads on his oyster supply. Just what settlement Mr. Borne exacted from the law-breakers is not known, but as they are all at large it is understood some satisfactory terms were arrived at in order to hush the matter up. They say that Mr. Borne was so relieved to find that the visitors were his own good friends that he was glad to share his oysters with them.

AMONG THE SHOE REPAIR MEN.

Mr. William F. McBrien, aged 60, of 237 King St. E., for 40 years a shoemaker in Toronto, died suddenly early in December.

Mr. C. H. Gorton, of Forest, Ontario, has moved his repair business to his residence on Argyle St.

The members of the Toronto Shoe Repairers' Association, accompanied by their wives or lady friends, held a very successful euchre on the evening of Nov. 26th., at Foresters Hall, College St. Mr. Smallwood, the hard working secretary, carried off first prize for the men. The executives donated the prizes. The wholesalers were very well represented. A very enjoyable evening was spent by all.

Henry Ross Ltd., manufacturers of moccasins and snowshoes, at Indian Lorette, P.Q. suffered a fire loss on Dec. 17. The season being advanced it will not affect the immediate orders on hand.

Greetings

To all our friends in the trade—customers and prospective customers—we extend the Season's Greetings and every good wish for the New Year.

To our customers we express our thanks and appreciation of their support during 1923.

To our prospective customers we express the hope that they will give us an opportunity of showing them how we can be of help.

We welcome every opportunity to prove that our slogan,

"SERVES YOU RIGHT"

is the basis of our business.

We might have built our business without that slogan, but we could not have done so without that *principle*; and we are not through growing.

MAC-LIN



McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.
EST. 1915 **SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES** INC. 1923

Largest Shoe Factory Supply House In Canada

MAIN OFFICE:
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH:
77 ONTARIO ST. S.
KITCHENER, ONT.

BRANCH:
565 ST. VALIER STREET
QUEBEC



Plan to be in MONTREAL

During the

5th ANNUAL CONVENTION

of the NATIONAL SHOE
Retailers' Association
of Canada

at the WINDSOR HOTEL, January 21-22-23 1924

Three days of congenial companionship. Three days merchandizing ideas. Three days of other things. The fifth annual convention of the National Shoe Retailers' Association of Canada is planned on a larger and better scale than ever before. The three dates above will prove of lasting value to you in their close study of retail problems, of the style situation, of a hundred and one little things that happen in your daily business. The Convention will give you a clearer outlook on the shoe trade, just as the spirit of Montreal will warm your heart to your Association objects and aims.

*Resolve on the 1st to be
in Montreal on the 21st*

a good resolution that will justify itself in a greater faith and new ideas for 1924.

Come to your convention you'll like it, and—you'll profit by being in Montreal.

Write for hotel reservations to S. Roy Weaver, Board of Trade Bldg., Montreal. A 20% reduction below regular rates has been arranged for at the Windsor Hotel.

NATIONAL SHOE RETAILERS' ASSOCIATION OF CANADA

"All Members Must Register"

Meeting in Joint Convention with the Manufacturers', Wholesalers' and Travellers' Associations at the Windsor Hotel, Montreal, January 21-23.

Shoe Trade Convention Notes

As the time draws nearer for the big Canadian Shoe Trade Convention to be held in the Windsor Hotel, Montreal, Jan. 21, 22, 23, 1924, continually growing interest is being shown in this important event. The applications received by Mr. S. Roy Weaver, Convention Secretary, for sample room space have been so heavy that the Convention Committee have arranged with the Windsor Hotel to reserve for them rooms on the second floor as well as on the first floor. The firms which have applied for space and have been allotted rooms to date are as follows:—

<i>Firm</i>	<i>Room No.</i>
Getty & Scott, Limited	116
Scott McHale, Limited	115
Getty & Scott, Limited, (Victoria Shoe Co.)	114
Slater Shoe Co. Limited	110
La Parisienne Shoe Co., Limited	Parlor A.
Perth Shoe Co., Limited	104
Kingsbury Footwear Co., Limited	1100
Arrow Shoe Co., Limited	1101
Guardian Shoe Co.	1103
Gale Bros., Limited	1105
Canadian Footwear Co., Limited	1112 & 1114
MacFarlane Shoe, Limited	1116 & 1118
Eagle Shoe Co., Limited	1120
John Ritchie Co., Limited	1122 & 1124
Tetrault Shoe Manufacturing Co., Limited	1126, 1128, & 1130
Hartt Boot & Shoe Co., Limited	1107
J. & T. Bell, Limited	1109 & 1111
Ames Holden McCready Limited	1113, 1115 & 1117
Nathan Cummings	1119 & 1121
Columbus Rubber Co., Limited	1132
Dunbar Pattern Works	1134
Newport Shoe Co., Limited	170
Crescent Shoe Co.	168
Theo Mayer	166
Underhills Limited	164
Tred Rite Shoe Co., Limited	162
Daoust, Lalonde & Co., Limited	160
Fix Shoe Co.	158
Armand Bastien	156
Henry Ross, Limited	152
Universal Thread Co.	150
Corbeil, Limited	146
Ludger Duchaine	143
Bastien Bros.	142
T. Sisman Shoe Co., Limited	130
W. B. Hamilton Shoe Co., Limited	1139
Dupont & Frere	1141
J. W. Hewetson Co., Limited	1143
Witchell-Sheill Co., of Canada Ltd.	1145
Clark Bros., Limited	1125 & 1127
Hurlbut Co., Limited	1129
Philip Jacobi	1131
Tebbutt Shoe & Leather Co., Limited	1133
John McPherson Co., Limited	1135
Blachford Shoe Mfg. Co., Limited	1137
Dufresne & Locke, Limited	Prince of Wales Salon
Can. Consolidated Felt Co.	1200 & 1201
Duchaine & Perkins	284
Smardon Shoe Co., Limited	1207
Tillsonburg Shoe Co., Limited	1213
Walker Parker Co., Limited	1222 & 1224
Aird & Son, Reg'd.	1226 & 1228

Charbonneau & Deguise	1234
Palmer McLellan Shoe Pack Co., Limited	1215 & 1217
Canadian Shoes Findings Novelty Co.	283
Reynolds Co.	1249
Kenworthy Bros., of Canada, Limited	1245
Boston Blacking Co.	—
Gosselin Shoe Co.	—

The list of sample room reservations is growing daily, and it is expected that many more names will be added of firms taking sample rooms for the Convention.

The contract for printing the souvenir programme book has been let, and the work of getting it out is well under way. This book will be gotten up in a very attractive manner and will contain, in addition to a complete programme of the Convention, considerable interesting and valuable information in reference to the shoe and leather trades. It will be a souvenir that every delegate to the Convention will want to keep.

The Committee are not yet in a position to make a definite announcement in regard to the principal speaker at the Banquet on Wednesday night but announcement will be made in a very few days.

Very interesting programmes are being arranged for all of the Sessions and particulars as to these will also be announced shortly.

A registration charge will be made this year as last year, of \$5.00 per person, and every registrant will receive without extra charge a souvenir badge, a souvenir programme book, a ticket to the luncheon on Wednesday and a ticket to the banquet on Wednesday night.

VANCOUVER NOTES.

A slight mishap of fire which originated in the may have had serious consequences, had it not been for the prompt action of the fire department.

Every now and again the Made in Canada Campaign is revived by some firm or other. A few weeks ago a firm in the East wrote a local dealer and sending literature extolling the good points of their wares and how patriotic it was to purchase their goods, as they were made in Canada, but the concluding information wound up in the comic opera style by informing the reader that the circular was printed in U.S.A. Another case was a local firm asking the public to purchase B.C. made goods and support home industries. They announced the fact upon rubber toy balloons. They too bought the balloons in U.S.A.

A few days ago a novel advertising scheme was sent through the mail to a shoe dealer in the suburbs. It was a guessing competition of the number of words made out of a number of numerals. The writer omitted to give his name or address but suggested that the shoe man insert it in the local paper and offer prizes for the correct solution. Needless to say who had the solution of an easy way to get goods.

A little fairy arrived at the home of Mr. McBride, manager of the shoe department at Woodward's Departmental Store.

Mr. J. T. Brom, of Davie St., has closed out his stand and given up the business after being connected with it for many years. Four years ago at the age of eighty-three, he took a trip east to visit the old home and business haunts and then went on to Philadelphia where he stayed a few months, and returned to Vancouver, via Spokane and Seattle. Anyone reaching the age of eighty-seven years after an active life deserves a rest.

Mr. J. Ward has opened a new stand on Second Ave. W.




Greeting



Our Friends In The Trade

Although this is only the second Christmas Season since the introduction to the Trade of the King Kid Line of Common Sense McKays, we are able to number many shoemen friends whose patronage we appreciate. We extend to all our sincere Wishes for a very Merry Christmas and a Happy, Prosperous New Year.

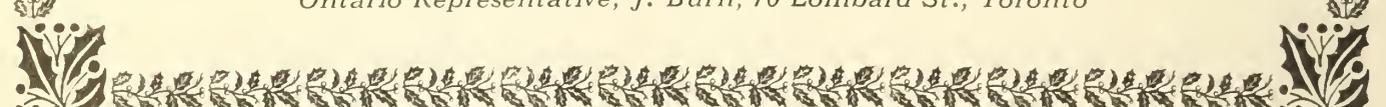
For a Bigger 1924 let your first ordering in the New Year include a selection from the popular King Kid Line.

THE KING KID SHOE CO., LIMITED

2419 NOTRE DAME ST., EAST

MONTREAL

Ontario Representative, J. Burn, 70 Lombard St., Toronto



To All Our Friends

In the sincere spirit of friendship and goodwill we extend to all our many friends, our thanks for their continued support, and our best wishes for

A Very Merry Christmas

A Prosperous New Year

Parker Irwin, Limited
Perfection Counter Co.

Limited

Letourneux

Montreal

The Sales Tax

THE new, or amended, sales tax, which comes into operation on January 1st., 1924, has become the subject of discussion and study on the part of all branches of trade. Although we are within two weeks of the end of the year, there is still general confusion and doubt as to how it operates, and how it will affect those in the manufacturing wholesale or retail business, whether it means lower or higher prices, as to who pays and who does not, and a host of other questions.

Broadly speaking the government is endeavoring to collect the tax at the source—that is, from the manufacturer—by placing a tax of six per cent. on all goods he sells, provided they are not for re-manufacture, but are for sale in their existing condition. Obviously he cannot take this out of his cost, but must pass it on so that the ultimate consumer finally pays it.

The Retail Merchants' Association has prepared a memorandum, some parts of which we quote as being of interest to the shoe trade, as follows:—

"One of the new basic amendments to the Special War Revenue Act, 1915, which passed the House of Commons and the Senate and became law on June 30th., 1923, briefly is a sales tax of six per cent. imposed, levied and collected on the sale price of all goods produced or manufactured in Canada or imported into Canada, which exceed in value \$10,000 per annum, which are not set out in the exempted list. This new tax is payable by the manufacturer or producer to the Government upon manufactured articles, and under certain conditions by the wholesale trade, and will come into operation on the first day of January, 1924.

"Some manufacturers tell us that they cannot absorb the tax and allow the old prices to remain, which means that they cannot bury this six per cent. tax in their cost, and some retail merchants do not wish to have the amount of the tax appear separately on the bottom of the invoice, as they state that in the case of invoices which cover a great many items it involves considerable time in figuring out the amount of the tax to be added to the cost of each item. To overcome this some manufacturers have offered to provide three columns on their invoices, one for the price of the goods without the tax, another for the price with the amount of the tax added, and the other for the total to be carried out. This will enable the retail merchant to see at a glance the price of the goods and the increased cost with the tax added. As stated before, the new Sales Tax Act permits the manufacturer to either include the six per cent. sales tax in his net price or to show it separately on the invoice, or to absorb part of the tax as some manufacturers are doing. It, therefore, appears to be more or less an individual matter as between each retail merchant and each manufacturer or wholesaler as to whether the amount of the tax appears on the invoice as explained above or whether the tax is buried in the price and not shown on the invoice.

"A regulation was issued on October 15th., 1923, by the Department of Customs and Excise which read as follows:—

'Licenced manufacturers and licenced wholesalers when selling to retailers or consumers

shall not show the tax as a separate item on the invoice.'

"A further regulation was issued on November 24th., 1923, by the Department of Customs and Excise, cancelling the above regulation and substituting therefor the following:—

'Licenced manufacturers and licenced wholesalers, when selling to retailers or customers, need not show the tax as a separate item on the invoice.'

"One thing is quite certain that if the manufacturers cannot afford to absorb this tax in their present prices that they will increase them, and we have found that in a great many cases in the past retail merchants have been neglecting the importance of adding this tax to their cost, and have allowed their retail prices to remain the same, and therefor the tax has been taken out of their profits, and in hundreds of cases by following this system they have met with disaster. The sales tax has increased so much from the time it was first applied until the present moment that it becomes essential for us to realize the fact that retail prices must be adjusted so as to meet the situation. In our opinion, no retail merchant can remain in business if he attempts to absorb a six per cent. sales tax, and the remedy can only be overcome by increasing proportionately the retail prices of those articles which bear the tax."

AMES HOLDEN RUBBER CO. LTD.

Mr. W. B. Wiegand, Vice-President and General Manager of Ames Holden Tire & Rubber Co., Limited, announces that the head office of the company has been removed from Montreal to Kitchener, Ontario, where the factory is located. A sales branch and warehouse will be maintained in Montreal.

This company has discontinued the manufacture of Ames Holden Rubber footwear, and is now completely disassociated from Ames Holden McCready, Limited.

Its rubber footwear will be hereafter marketed direct to the retail shoe trade under the new brand—name: "RHINO".

The company has taken over about twenty of the salesmen of Ames Holden McCready, Limited, and will carry "service" stocks at several important distributing centers.

The manufacturing staff of the company has not been changed. Mr. P. Y. Smiley, formerly General Footwear Factory Manager of the Dominion Rubber System being in charge.

The high quality of the company's product will be rigidly maintained, and a successful future is prophesied for this well known rubber footwear under its new name: "RHINO".

The Advertising Manager of the company is Mr. R. W. Ashcroft, formerly of the Dominion Rubber System and the U. S. Rubber Company.

WELL KNOWN TRAVELLER PASSES.

His many friends in the trade will regret to learn of the sudden death on December 15th., of Mr. J. A. Vallary, who has long been well known among the shoe trade, and who, at the time of his death, was representing Messrs. Gale Bros., of Quebec, in Toronto. The trade will join us in extending our sympathy to his family.



The "PICCADILLY" Regd.

(In Canada and U. S. A. by J. W. Price)

SPATS and GAITERS!

These dependable Spats and Gaiters are made in England of the very finest Box and DEVON Cloths; also cheaper qualities in MELTON and FELT all-wool cloths, in various shades. Number of buttons according to height of gaiter; Labelled and Name Embossed as ordered. Reserve stocks carried in Toronto.

Honest Value At Moderate Prices—Write for samples of this business-getting line

Manufactured by

EDMONDS BROS. & CO

4 APPOLD STREET, E. C. LONDON, ENGLAND

Selling Agents: J. W. PRICE & CO. 70 Lombard St. Toronto, Ont.

To The Trade Thanks and Best Wishes

We would have our Christmas Greeting express Goodwill and thankfulness to all our friends in the trade. Our continuing to share in your valued business during another year is deeply appreciated, and our sincere Wish is that the New Year may bring you an abundance of the good things of life.

In providing for your needs for the coming year we are showing footwear styles that are Fashion's best and latest choice, the most popular patterns and lasts, and offering prices that are moderate in the extreme.

Charbonneau & Deguise

636 Craig Street, East

Montreal, Quebec

The Shoe Repair Man

The Season's Greetings

To our friends in the wide spread industry of shoe repairing we extend the hand of goodfellowship with the time honored expression—"A Merry Christmas."

For the new year opening up before us may we wish for you everything possible in the way of happiness and prosperity?

May 1924 be good to you and yours!

Talking Shop

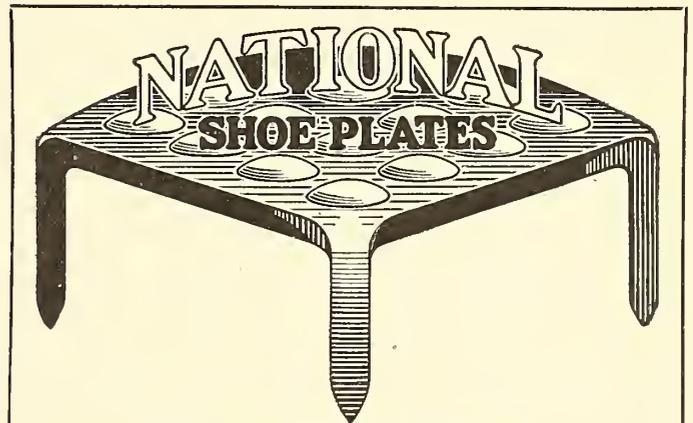
THESE are times when one wearies of talking shop, and likes to turn to the lighter side of life for distraction. The holiday season inevitably puts in us the spirit of human kindness. Our lots vary. The wealthy man and the laboring man may have Christmas celebrations that differ widely. But the thought back of both is the same. At this season we like to do something for the other fellow, and selfishness is pushed to one side.

A little later we face the fact that 1923 is gone, and we have a chance to make another showing in 1924. It is a time to take thought, to lay plans for the year, and to make resolutions.

Our friends in the repair trade will note that we have taken some of our own medicine in this issue. We have tried to turn the thoughts of the trade to Christmas and have tried not to talk too much "shop". At the same time we have taken some notice of the fact that before the turn of the year some serious thinking must be done.

We came across a story—not new—that centred around a shoemaker. It appealed to us, and we hope it will appeal to you at this time.

And by the way, one of the main characters in our story of old Quebec "With Honors of War," is also a member of the "craft".



It's The Shoe Plate That Is Made Right and Packed Right!

"National" shoe plates are stamped from special cold rolled steel. They are easy to drive on, hard to wear off.

If you do not carry this live line of findings accessories, by all means place your order to-day.

Carried in stock by leading jobbers in Canada and the United States, with constantly increasing demand.

"National" Shoe Plates now are packed first in neat one-gross cartons and then in heavy cardboard telescoping boxes as follows:

Size No. 1:	Packed	10	one-gross	cartons	in	box
" " 2:	"	10	"	"	"	"
" " 3:	"	6	"	"	"	"

Furthermore, the boxes are neatly re-wrapped in stout paper with plain markings as to description and size of contents.

National Shoe Plate Mfg. Co.

160 North Wells Street,

Chicago, Ill.

Unto The Least Of These

By Count Tolstói

IN a certain town there lived a cobbler, Martin Avdélitch by name. He had a tiny room in a basement, the one window of which looked out on to the street. Through it one could only see the feet of those who passed by, but Martin recognized the people by their boots. He had lived long in the place and had many acquaintances. There was hardly a pair of boots in the neighbourhood that had not been once or twice through his hands, so he often saw his own handiwork through the window. Some he had re-soled, some patched, some stitched up, and to some he had even put fresh uppers. He had plenty to do, for he worked well, used good material, did not charge too much, and could be relied on. If he could do a job by the day required, he undertook it; if not, he told the truth and gave no false promises; so he was well known and never short of work.

Martin had always been a good man; but in his old age he began to think more about his soul and to draw nearer to God. While he still worked for a master, before he set up on his own account, his wife had died, leaving him with a three-year-old son. None of his elder children had lived, they had all died in infancy. At first Martin thought of sending his little son to his sister's in the country, but then he felt sorry to part with the boy, thinking: "It would be hard for my little Kapiton to have to grow up in a strange family; I will keep him with me."

Martin left his master and went into lodgings with his little son. But he had no luck with his children. No sooner had the boy reached an age when he could help his father and be a support as well as a joy to him, than he fell ill, and, after being laid up for a week with a burning fever, died. Martin buried his son, and gave way to despair so great and overwhelming that he murmured against God. In his sorrow he prayed again and again that he too might die, reproaching God for having taken the son he loved, his only son, while he, old as he was, remained alive. After that Martin left off going to church.

One day an old man from Martin's native village, who had been a pilgrim for the last eight years, called in on his way from Troitsa Monastery. Martin opened his heart to him, and told him of his sorrow.

"I no longer even wish to live, holy man," he said. "All I ask of God is that I soon may die. I am now quite without hope in the world."

The old man replied: "You have no right to say such things, Martin. We cannot judge God's ways. Not our reasoning, but God's will, decides. If God willed that your son should die and you should live, it must be best so. As to your despair—that comes because you wish to live for your own happiness."

"What else should one live for?" asked Martin.

"For God, Martin," said the old man. "He gives you life, and you must live for Him. When you have learnt to live for Him, you will grieve no more, and all will seem easy to you."

Martin was silent awhile, and then asked: "But how is one to live for God?"

The old man answered: "How one may live for God has been shown us by Christ. Can you read? Then buy the Gospels, and read them: there you will see how God would have you live. You have it all there."

These words sank deep into Martin's heart, and that same day he went and bought himself a Testament in large print, and began to read.

At first he meant only to read on holidays, but having once begun he found it made his heart so light that he read every day. Sometimes he was so absorbed in his reading that the oil in his lamp burnt out before he could tear himself away from the book. He continued to read every night, and the more he read the more clearly he understood what God required of him, and how he might live for God. And his heart grew lighter and lighter. Before, when he went to bed he used to lie with a heavy heart, moaning as he thought of his little Kapiton; but now he only repeated again and again: "Glory to Thee, glory to Thee, O Lord! Thy will be done!"

From that time Martin's whole life changed. Formerly, on holidays he used to go and have tea at the public-house, and did not even refuse a glass or two of vodka. Sometimes, after having had a drop with a friend, he left the public-house not drunk, but rather merry, and would say foolish things: shout at a man, or abuse him. Now, all that sort of thing passed away from him. His life became peaceful and joyful. He sat down to his work in the morning, and when he had finished his day's work he took the lamp down from the wall, stood it on the table, fetched his book from the shelf, opened it, and sat down to read. The more he read the better he understood, and the clearer and happier he felt in his mind.

It happened once that Martin sat up late, absorbed in his book. He was reading Luke's Gospel; and in the sixth chapter he came upon the verses:

"To him that smiteth thee on the one cheek offer also the other; and from him that taketh away thy cloke withhold not thy coat also. Give to every man that asketh thee; and of him that taketh away thy goods ask them not again. And as ye would that men should do to you, do ye also to them likewise."

He also read the verses where our Lord says:

"And why call ye me, Lord, Lord, and do not the things which I say? Whosoever cometh to me, and heareth my sayings, and doeth them, I will shew you to whom he is like: He is like a man which built an house, and digged deep, and laid the foundation on a rock: and when the flood arose, the stream beat vehemently upon that house, and could not shake it: for it was founded upon a rock. But he that heareth, and doeth not, is like a man without a foundation built an house upon the earth, against which the stream did beat vehemently, and immediately it fell; and the ruin of that house was great."

When Martin read these words his soul was glad within him. He took off his spectacles and laid them on the book, and leaning his elbows on the table pondered over what he had read. He tried his own life by the standard of those words, asking himself:

"Is my house built on the rock or on sand? If it stands on the rock, it is well. It seems easy enough while one sits here alone, and one thinks one has done all that God commands; but as soon as I cease to be on my guard, I sin again. Still I persevere. It brings such joy. Help me, O Lord!"

He thought all this, and was about to go to

bed, but was loth to leave his book. So he went on reading the seventh chapter—about the centurion, the widow's son, and the answer to John's disciples—and he came to the part where a rich Pharisee invited the Lord to his house; and he read how the woman who was a sinner, anointed his feet and washed them with her tears, and how he justified her. Coming to the forty-fourth verse he read:

"And turning to the woman, he said unto Simon, Seest thou this woman? I entered into thine house, thou gavest me no water for my feet: but she hath wetted my feet with her tears, and wiped them with her hair. Thou gavest me no kiss; but she, since the time I came in, hath not ceased to kiss my feet. My head with oil thou didst not anoint: but she hath anointed my feet with ointment."

He read these verses and thought: "He gave no water for his feet, gave no kiss, his head with oil he did not anoint . . ." And Martin took off his spectacles once more, laid them on his book, and pondered.

"He must have been like me, that Pharisee. He too thought only of himself—how to get a cup of tea, how to keep warm and comfortable; never a thought of his guest. He took care of himself; but for his guest he cared nothing at all. Yet who was the guest? The Lord himself! if he came to me, should I behave like that?"

Then Martin laid his head upon both his arms and, before he was aware of it, he fell asleep.

"Martin!" he suddenly heard a voice, as if some one had breathed the word above his ear.

He started from his sleep. "Who's there?" he asked.

He turned round and looked at the door; no one was there. He called again. Then he heard quite distinctly: "Martin, Martin! Look out into the street to-morrow, for I shall come."

Martin roused himself, rose from his chair and rubbed his eyes, but did not know whether he had heard these words in a dream or awake. He put out the lamp and lay down to sleep.

Next morning he rose before daylight, and after saying his prayers he lit the fire and prepared his cabbage soup and buckwheat porridge. Then he lit the samovar, put on his apron, and sat down by the window to his work. As he sat working Martin thought over what had happened the night before. At times it seemed to him like a dream, and at times he thought that he had really heard the voice. "Such things have happened before now," thought he.

So he sat by the window, looking out into the



street more than he worked, and whenever any one passed in unfamiliar boots he would stoop and look up, so as to see not the feet only but the face of the passer-by as well. A house-porter passed in new felt boots; then a water-carrier. Presently an old soldier of Nicholas' reign came near the window spade in hand. Martin knew him by his boots, which were shabby old felt ones, goloshed with leather. The old man was called Stepanitch: a neighbouring tradesman kept him in his house for charity, and his duty was to help the house-porter. He began to clear away the snow before Martin's window. Martin glanced at him and then went on with his work.

"I must be growing crazy with age," said Martin, laughing at his fancy. "Stepanitch comes to clear away the snow, and I must needs imagine it's Christ coming to visit me. Old dotard that I am!"

Yet after he had made a dozen stitches he felt drawn to look out of the window again. He saw that Stepanitch had leaned his spade against the wall, and was either resting himself or trying to get warm. The man was old and broken down, and had evidently not enough strength even to clear away the snow.

"What if I called him in and gave him some tea?" thought Martin. "The samovar is just on the boil."

He stuck his awl in its place, and rose; and putting the samovar on the table, made tea. Then he tapped the window with his fingers. Stepanitch turned and came to the window. Martin beckoned to him to come in, and went himself to open the door.

"Come in," he said, "and warm yourself a bit. I'm sure you must be cold."

"May God bless you!" Stepanitch answered. "My bones do ache to be sure." He came in, first shaking off the snow, and lest he should leave marks on the floor he began wiping his feet; but as he did so he tottered and nearly fell.

"Don't trouble to wipe your feet," said Martin: "I'll wipe up the floor—it's all in the day's work. Come, friend, sit down and have some tea."

Filling two tumblers, he passed one to his visitor, and pouring his own out into the saucer, began to blow on it.

Stepanitch emptied his glass, and, turning it upside down, put the remains of his piece of sugar on the top. He began to express his thanks, but it was plain that he would be glad of some more.

"Have another glass," said Martin, refilling

the visitor's tumbler and his own. But while he drank his tea Martin kept looking out into the street.

"Are you expecting any one?" asked the visitor.

"Am I expecting any one? Well, now, I'm ashamed to tell you. It isn't that I really expect any one; but I heard something last night which I can't get out of my mind. Whether it was a vision, or only a fancy, I can't tell. You see, friend, last night I was reading the Gospel, about Christ the Lord, how he suffered, and how he walked on earth. You have heard tell of it, I dare say."

"I have heard tell of it," answered Stepanitch; "but I'm an ignorant man and not able to read."

"Well, you see, I was reading of how he walked on earth. I came to that part, you know, where he went to a Pharisee who did not receive him well. Well, friend, as I read about it, I thought how that man did not receive Christ the Lord with proper honour. Suppose such a thing could happen to such a man as myself, I thought, what would I not do to receive him! But that man gave him no reception at all. Well, friend, as I was thinking of this, I began to doze, and as I dozed I heard some one call me by my name. I got up, and thought I heard someone whispering, 'Expect me; I will come to-morrow.' This happened twice over. And to tell you the truth, it sank so into my mind that, though I am ashamed of it myself, I keep on expecting him, the dear Lord!"

Stepanitch shook his head in silence, finished his tumbler and laid it on its side but Martin stood it up again and refilled it for him.

"Here, drink another glass, bless you! And I was thinking, too, how he walked on earth and despised no one, but went mostly among common folk. He went with plain people, and chose his disciples from among the likes of us, from workmen like us, sinners that we are. 'He who raises himself,' he said, 'shall be humbled; and he who humbles himself shall be raised.' 'You call me Lord,' he said, 'and I will wash your feet.' 'He who would be first,' he said, 'let him be the servant of all; because,' he said, 'blessed are the poor, the humble, the meek, and the merciful.'"

Stepanitch forgot his tea. He was an old man, easily moved to tears, and as he sat and listened the tears ran down his cheeks.

"Come, drink some more," said Martin. But Stepanitch crossed himself, thanked him, moved away his tumbler, and rose.

"Thank you, Martin Avdévitch," he said, "you have given me food and comfort both for soul and body."

"You're very welcome. Come again another time. I am glad to have a guest," said Martin.

Stepanitch went away; and Martin poured out the last of the tea and drank it up. Then he put away the tea things and sat down to his work, stitching the back seam of a boot. And as he stitched he kept looking out of the window, waiting for Christ, and thinking about him and his doings. And his head was full of Christ's sayings.

Two soldiers went by: one in Government boots, the other in boots of his own; then the master of a neighbouring house, in shining goloshes; then a baker carrying a basket. All these passed on. Then a woman came up in worsted stockings and peasant-made shoes. She passed the window, but stopped by the wall. Martin glanced up at her through the window, and saw that she was a stranger, poorly dressed, and with a baby in her arms. She stopped by the wall with her back to the wind, trying to wrap the baby up though she had hardly anything to wrap it in. The woman had only summer clothes on, and even they were shabby and worn. Through the window Martin heard the baby crying, and the woman trying to soothe it, but unable to do so. Martin rose, and going out of the door and up the steps he called to her.

"My dear, I say, my dear!"

The woman heard and turned round.

"Why do you stand out there with the baby in the cold? Come inside. You can wrap him up better in a warm place. Come this way!"

The woman was surprised to see an old man in an apron, with spectacles on his nose, calling to her, but she followed him in.

They went down the steps, entered the little room, and the old man led her to the bed.

"There, sit down, my dear, near the stove. Warm yourself, and feed the baby."

"Haven't any milk I have eaten nothing myself since early morning," said the woman, but still she took the baby to her breast.

Martin shook his head. He brought out a basin and some bread. Then he opened the oven door and poured some cabbage soup into the basin. He took out the porridge pot also, but the porridge was not yet ready, so he spread a cloth on the table and served only the soup and bread.

"Sit down and eat, my dear, and I'll mind the baby. Why, bless me, I've had children of my own; I know how to manage them."

The woman crossed herself, and sitting down at the table began to eat, while Martin put the baby on the bed and sat down by it. He chucked and chucked, but having no teeth he could not do it well and the baby continued to cry. Then Martin tried poking at him with his finger; he drove his finger straight at the baby's mouth and then quickly drew it back, and did this again and again. He did not let the baby take his finger in its mouth, because it was all black with cobbler's wax. But the baby first grew quiet watching the finger, and then began to laugh. And Martin felt quite pleased.

The woman sat eating and talking, and told him who she was, and where she had been.

"I'm a soldier's wife," said she. "They sent my husband somewhere, far away, eight months ago, and I have heard nothing of him since. I had a place as cook till my baby was born, but then they would not keep me with a child. For three months now I have been struggling, unable to find a place, and I've had to sell all I had for food. I tried to go as a wet-nurse, but no one would have me; they said I was too starved-looking and thin. Now I have just been to see a tradesman's wife (a woman from our village is in service with her) and she has promised to take me. I thought it was all settled at last, but she tells me not to come till next week. It is far to her place, and I am fagged out, and baby is quite starved, poor mite. Fortunately our landlady has pity on us, and lets us lodge free, else I don't know what we should do."

Martin sighed, "Haven't you any warmer clothing?" he asked.

"How could I get warm clothing?" said she. "Why, I pawned my last shawl for sixpence yesterday."

Then the woman came and took the child, and Martin got up. He went and looked among some things that were hanging on the wall, and brought back an old cloak.

"Here," he said, "though it's a worn-out old thing, it will do to wrap him up in."

The woman looked at the cloak, then at the old man, and taking it, burst into tears. Martin turned away, and groping under the bed brought out a small trunk. He fumbled about in it, and again sat down opposite the woman. And the woman said:

"The Lord bless you, friend. Surely Christ must have sent me to your window, else the child would have frozen. It was mild when I started, but now see how cold it has turned. Surely it must have been Christ who made you look

out of your window and take pity on me, poor wretch!"

Martin smiled and said, "It is quite true; it was he who made me do it. It was no mere chance made me look out."

And he told the woman his dream, and how he had heard the Lord's voice promising to visit him that day.

"Who knows? All things are possible," said the woman. And she got up and threw the cloak over her shoulders, wrapping it round herself and round the baby. Then she bowed, and thanked Martin once more.

"Take this for Christ's sake," said Martin, and gave her sixpence to get her shawl out of pawn. The woman crossed herself, and Martin did the same, and then he saw her out.

After the woman had gone, Martin ate some cabbage soup, cleared the things away, and sat down to work again. He sat and worked, but did not forget the window, and every time a shadow fell on it he looked up at once to see who was passing. People he knew and strangers passed by, but no one remarkable.

After a while Martin saw an apple-woman stop just in front of his window. She had a large basket, but there did not seem to be many apples left in it; she had evidently sold most of her stock. On her back she had a sack full of chips, which she was taking home. No doubt she had gathered them at some place where building was going on. The sack evidently hurt her, and she wanted to shift it from one shoulder to the other, so she put it down on the footpath and, placing her basket on a post, began to shake down the chips in the sack. While she was doing this a boy in a tattered cap ran up, snatched an apple out of the basket, and tried to slip away; but the old woman noticed it, and turning, caught the boy by his sleeve. He began to struggle, trying to free himself, but the old woman held on with both hands, knocked his cap off his head, and seized hold of his hair. The boy screamed and the old woman scolded. Martin dropped his

awl, not waiting to stick it in its place, and rushed out of the door. Stumbling up the steps, and dropping his spectacles in his hurry, he ran out into the street. The old woman was pulling the boy's hair and scolding him, and threatening to take him to the police. The lad was struggling and protesting, saying, "I did not take it. What are you beating me for? Let me go!"

Martin separated them. He took the boy by the hand and said, "Let him go, Granny. Forgive him for Christ's sake."

"I'll pay him out, so that he won't forget it for a year! I'll take the rascal to the police!"

Martin began entreating the old woman.

"Let him go, Granny. He won't do it again. Let him go for Christ's sake!"

The old woman let go, and the boy wished to run away, but Martin stopped him.

"Ask the Granny's forgiveness!" said he. "And don't do it another time. I saw you take the apple."

The boy began to cry and to beg pardon.

"That's right. And now here's an apple for you," and Martin took an apple from the basket and gave it to the boy, saying, "I will pay you, Granny."

"You will spoil them that way, the young rascals," said the old woman. "He ought to be whipped so that he should remember it for a week."

"Oh, Granny Granny," said Martin, "that's our way—but it's not God's way. If he should be whipped for stealing an apple, what should be done to us for our sins?"

The old woman was silent.

And Martin told her the parable of the Lord who forgave his servant a large debt, and how the servant went out and seized his debtor by the throat. The old woman listened to it all, and the boy, too, stood by and listened.

"God bids us forgive," said Martin, "or else we shall not be forgiven. Forgive every one; and a thoughtless youngster most of all."

The old woman wagged her head and sighed.

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"It's true enough," said she, "but they are getting terribly spoilt."

"Then we old ones must show them better ways," Martin replied.

"Of course, it was only his childishness, God help him," said she, referring to the boy.

As the old woman was about to hoist her sack on her back, the lad sprang forward to her, saying, "Let me carry it for you, Granny. I'm going that way."

The old woman nodded her head, and put the sack on the boy's back, and they went down the street together, the old woman quite forgetting to ask Martin to pay for the apple. Martin stood and watched them as they went along talking to each other.

When they were out of sight Martin went back to the house. Having found his spectacles unbroken on the steps, he picked up his awl and sat down again to work. He worked a little, but could soon not see to pass the bristle through the holes in the leather; and presently he noticed the lamplighter passing on his way to light the street lamps.

"Seems it's time to light up," thought he. So he trimmed his lamp, hung it up, and sat down again to work. He finished off one boot and, turning it about, examined it. It was all right. Then he gathered his tools together, swept up the cuttings, put away the bristles and the thread and the awls, and, taking down the lamp, placed it on the table. Then he took the Gospels from the shelf. He meant to open them at the place he had marked the day before with a bit of morocco, but the book opened at another place. As Martin opened it, his yesterday's dream came back to his mind, and no sooner had he thought of it than he seemed to hear footsteps, as though some one were moving behind him. Martin turned round, and it seemed to him as if people were standing in the dark corner, but he could not make out who they were. And a voice whispered in his ear: "Martin, Martin, don't you know me?"

"Who is it?" muttered Martin.

"It is I," said the voice. And out of the dark corner stepped Stepanitch, who smiled and vanishing like a cloud was seen no more.

"It is I," said the voice again. And out of the darkness stepped the woman with the baby in her arms, and the woman smiled and the baby laughed, and they too, vanished.

"It is I," said the voice once more. And the old woman and the boy with the apple stepped out and both smiled, and then they too vanished.

And Martin's soul grew glad. He crossed himself, put on his spectacles, and began reading the Gospel just where it had opened; and at the top of the page he read:

"I was an hungered, and ye gave me meat: I was thirsty, and ye gave me drink: I was a stranger, and ye took me in."

And at the bottom of the page he read:

"Inasmuch as ye did it unto one of these my brethren, even these least, ye did it unto me". (Matt. x. iv).

And Martin understood that his dream had come true; and that the Saviour had really come to him that day, and he had welcomed him.

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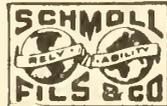
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