



# OUR HOME PAGE



## NO BETTER SHOES ANYWHERE THAN ARE MADE IN CANADA

By S. Roy Weaver

(Manager The Shoe Manufacturers' Association of Canada)

In all young countries there is a prejudice in favor of imported goods. The word "imported" seems to have a potent lure for the public and, in many instances, higher prices are paid for imported goods than those at which goods of domestic manufacture and of equal, or better, quality are obtainable. The ill-informed too often depreciate the industries of their own country and magnify those of other nations. In the case of boots and shoes, many of the leading retailers throughout the Dominion have been convinced that the products of the Canadian factories represent the maximum in value to the consumer and that importations are unnecessary. It is true that considerable quantities of boots and shoes are being imported but this is due, in the main, to exchange and other special conditions, and it is against these special conditions that the Canadian shoe manufacturers and shoe factory workers are asking for adequate customs safeguards.

The factories of this country produce, in a wide variety, footwear of splendid quality, which in respect of appearance, style, fit and wearing qualities is unsurpassed by the shoes of any other country. There are Canadian-made shoes to fit every normal foot and for every need.

The following testimonials to the merits of Made-in-Canada boots and shoes prove that the Canadian retailers recognize that the home factories are supplying excellent footwear at fair prices. Intense and absolute unrestrained competition amongst the shoe manufacturing plants in this country ensures the lowest possible selling prices. Indeed, it leaves exceedingly scant profits to the manufacturers and in many cases no profits at all.

### There Are None Better

Mr. C. R. LaSalle, proprietor of the business of F. X. LaSalle and Fils, Montreal, and president of the National Shoe Retailers' Association of Canada, says: "We believe that there are no better shoes than Canadian shoes and we are now buying none but the Canadian made. As long as the Canadian manufacturers keep up to this standard, we cannot see why we should buy shoes outside of Canada."

### Almost All Canadian Now

Mr. Howard C. Blackford, of the firm of H. and C. Blackford, Ltd., Toronto, ex-president of The National Shoe Retailers' Association of Canada, says: "We take great pleasure in endorsing the sale of high-grade Canadian-manufactured shoes and are pleased to state that, in the last ten years, our sale of Canadian-made footwear have increased from forty per cent. of our total sales to at least seventy-five per cent., if not ninety per cent."

### Has Proved Them Superior

Mr. James Rae, "Rae—The Shoe Man," Vancouver, B.C., says: "From long experience and close observation, I have proved that Canadian-made shoes are superior, both as to general snappy appearance and wearing qualities."

### The Equal of Any

Mr. E. A. Stephens, of the firm of A. J. Stephens and Son, Ltd., Ottawa, ex-president of The National Shoe Retailers' Association of Canada, says: "After making very careful comparisons, we have come to the conclusion that our Canadian shoes industry is producing footwear that is the equal in price and quality of any in the world."

### The Maximum Value

Mr. R. J. Kidd, of R. Neill, Ltd., Peterborough, Ont., says: "We do not find it necessary to carry any but Canadian-made boots and shoes, believing that they give us the maximum value, everything considered. We do not find it necessary to buy outside of our own country, not only for the fact that we wish to be loyal, but also with a view to handling merchandise that is profitable both to ourselves and customers."

### Importations Unnecessary

Mr. L. C. Lockett of Lockett's, Kingston, Ont., says: "We are buying all our shoes from Canadian manufacturers to-day and can get the very latest styles. We can get the best fitting lasts and all widths, and then we can get these shoes at less money than we would pay for imported goods. We are very glad to be able to say this, and we can add that the demand from our customers for imported footwear is getting less and less. We think it absolutely unnecessary, except in extreme cases, to go outside of Canada for our footwear."

### More Honestly Made

Mr. H. Grey Hodges, Chatham, Ont., says: "After twenty-five years' experience of selling both Canadian and foreign-made shoes, side by side, our Canadian-made shoes are better value and more honestly made than the average foreign product."

### Compare With World's Best

Mr. J. Dillon, of Messrs. Dillon and Moore, St. Catharines, Ont., says: "We are indeed glad to be able to quote that 'style quality and distinctiveness combined, added to dollar for dollar value, Canadian-made shoes compare with any in the world.'"

### Excellence and Variety

Mr. D. W. Downey, Brockville, Ont., says: "After forty-seven years in the shoes business, it is with pleasure that I can now speak of the excellence and variety of Canadian-made shoes. Practically everything and anything required to satisfy the critical and exacting consumer can be procured from our Canadian manufacturers at prices not to be equalled by any imported shoes. Needless to say, I do not buy any others."

### Shipping to United States

Mr. George H. Wilkinson, proprietor of Wilkinson's Boot Shop, Windsor, Ont., says: "Canadian shoes to-day, in my opinion, are as good as any made on the North American Continent. Their fit, style and workmanship are equal to the very best. Of course, there are many grade of Canadian shoes and, when comparing them with other makes of other countries, one is frequently prone to compare a cheap shoe to a shoe of better grade made abroad. This is manifestly unfair and, if the purchaser would but consider this point, I am sure he would find that Canadian shoes are equal to the best machine-made shoes anywhere. It is our pleasure and privilege to have many customers throughout the United States to whom we ship goods continually to various points throughout the United States. These customers have been trading with us for some years and continue to be pleased friends."

### PROTECTION AND PRICES

The fact, which is recognized and stated so clearly in the foregoing testimonials from experienced shoemen, that prices of Canadian-made footwear compare favorably with those of boots and shoes made in other countries, must not be considered as suggesting that protective tariff duties on boots and shoes are not required. The Canadian factories must have adequate protection against imported footwear as a safeguard against dumping, exchange, low-labor costs abroad and other factors. Our shoe factories in this country are equipped to supply not only all the requirements of

(Continued on Page Four)

## Cheap Labor Problem

Imported Asiatic labor is the plan for the development of the Northern area of the great Commonwealth, the argument being that the region is not in a position to bear the cost of white labor. In face of the fact, however, that the oft-reiterated slogan in that far off part of the Empire is "A White Australia," it is somewhat surprising to hear this proposal of instituting an Asiatic class of hewers of wood and drawers of water.

Has the reverend prelate ever given consideration to the fact that the introduction of a pair of rabbits into Australia provided the next generation with a pest which cost the country thousands of pounds? Or has he ever studied three experiments in the form of imported labor made in South Africa? This latter Dominion has tried the plan out with Malays, Indians, and Chinese. In each of these cases there cropped up various political, racial, economic and moral problems.

It was always an accepted axiom in South Africa that unskilled manual work must be performed by colored people, that principle being laid down by the Dutch East India Company in the 16th Century.

### Malays For Cape

The Dutch East India Company was the greatest trading body of the world in those days, having behind it the wealth of the Netherlands at the peak of that country's prosperity. But Van Riebeck, with all his power and wealth, was obliged to import his labor, for the Hottentots and Kaffirs were too wild, too lazy, and too few around the Cape peninsula to man the wine-laden farms of Stellenbosch and Constantia.

So the company sent out its ships to the East Indies and brought in Malays, while it also purchased slaves from Central Africa. Every great company in South Africa has faced this labor problem, and to-day the Witwatersrand and Labor Recruiting Association has to send its agents to Portuguese East Africa to get natives for the gold mines. At the outset, therefore, of the Cape of Good Hope's history under the Dutch regime, there was added to the native problems, a Malay and Mahomedan population. Sons and daughters got away from the semi-slavery state and today, as fruit and general merchants, they hold their own just as do the Greeks in Canada.

### In Northern Natal

The next experiment came three centuries later under British rule, when the sugar planters and tea-growers of the north-eastern colony of Natal, failing to persuade the stalwart but lazy Zulus, to work for more than a few weeks at a time, cast their eyes on India's teeming millions and brought over large numbers of them under an indenture system. They made good workers, for these people are patient, industrious and intelligent, and can live on the proverbial smell of an oil rag. But having completed their terms of indentured labor, they remained in the country, set up stores, or entered into employment as hotel waiters and house "boys." No better table waiter than an Indian: he remembers one's favorite dishes, likes and dislikes.

A generation passed and the Indian problem plagued the most English colony of British South Africa. With a population of about 90,000 whites and six times as many natives, the white trader had not very much opportunity and he felt keenly the competition of these Indian traders. The spectacle was seen of rich Indian traders owning large blocks of property in the centres of large cities such as Durban and Pietermaritzburg, and employing whites.

Then followed the political trouble when M. K. Gandhi, the Moses of his race, sought to fitch from the Governments of Natal and the Transvaal the franchise and other citizen privileges. Following that agitation the indentured system which had been in existence for several decades came to an end, but the Indian community will always remain in Natal.

## The Moderation League of Ontario

President: I. F. Hellmuth, K.C.

THE compulsory principle underlying Prohibition applies with peculiar severity to the classes comprising Labor.

With the ideal of voluntary abstinence there can be little quarrel. With the principle of compulsory total abstinence there is much room for disagreement. But when the principle of compulsion is unequally imposed—whether designedly or not—on different sections of the community an intolerable wrong is done.

In its present form the Ontario Temperance Act does not prohibit the consumption of alcoholic beverages in private dwelling houses. No pretense of even attempting to do so is made.

But it prohibits any one getting alcoholic beverages to consume in his private dwelling house. If they were in his possession prior to the advent of the prohibition of importation, his right to use them is undisturbed—if not, the full force of prohibition is inflicted.

The effect of this has been that for those who were rich enough there has been no prohibition. They could, and did, stock their cellars, and remain law abiding citizens.

Obviously the working classes could not do this.

Further, if breaches of the law were committed the penalties were of such a nature that the wealthy could pay them in cash; those not so wealthy went to jail.

The results of this system—in surreptitious drinking and bootlegging on the one hand, and hardship and discontent on the other—are within the knowledge of every working man and woman in the Province. No statistics or hysterics can efface the cold facts observed by all.

The Moderation League of Ontario considers that the working man should have in his home the same privileges as are properly enjoyed by other classes.

There is no proposal to revert to the public drinking bar or saloon, but to substitute for the present harsh and inequitable system one which, under Government Control and regulation, will help to eradicate the evils which have grown up, will provide fair play to the whole community, promote temperance and increase the prosperity of the Province.

Mark your Ballot for GOVERNMENT CONTROL as follows:

|   |  |   |
|---|--|---|
| 1 | Are you in favour of the continuance of The Ontario Temperance Act?  |   |
| 2 | Are you in favour of the sale as a beverage of beer and spirituous liquor in sealed packages under Government control? | X |

**MARK YOUR BALLOT HERE**

Provincial Headquarters: 9 Richmond Street East, Toronto  
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F. Gordon Osler, Treasurer; R. J. Christie, Vice-President; C. D. Boyce, Secretary.

## Consider This

THE result of the best thought of many geniuses covering a period of about 150 years—and the expenditure of millions of dollars in experiments and equipment—is what you buy for a most modest sum when you turn the switch that floods your home or business place with light or gives you power for a hundred uses, for which we of the present age should be duly thankful. And the citizens of Ottawa have a further cause for gratification in their own electric service, which keeps electric rates at their present low level.

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