

When alterations are completed Ashplants will be the finest retail shoe store in Western Ontario.

Ashplant's

Luggage and Leather Goods, Children's Shoe Departments, new features at big Dundas Street Shoe Store.

STRAND SHOES FOR MEN

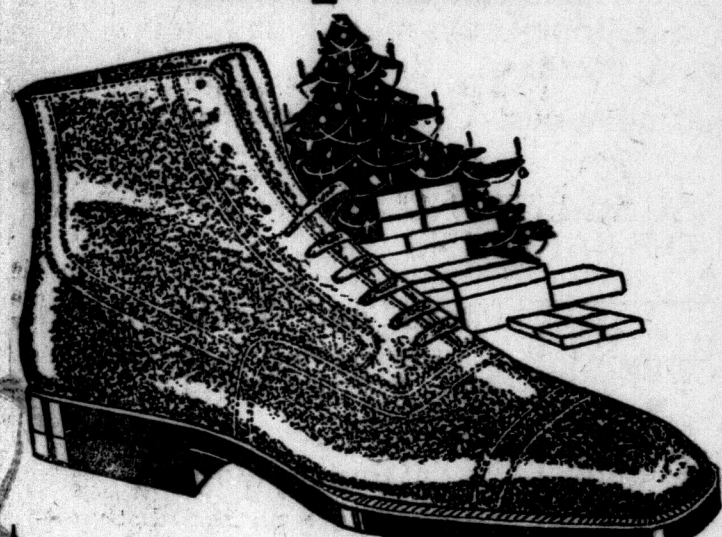
In Strand you will find all that can be asked for in shoes.

STYLE—COMFORT—LONG WEAR.

Both in quality of leathers and workmanship Strand Shoes rank first with the finest Canadian Footwear—yet retail at from **\$5.00 to \$8.00** the pair.

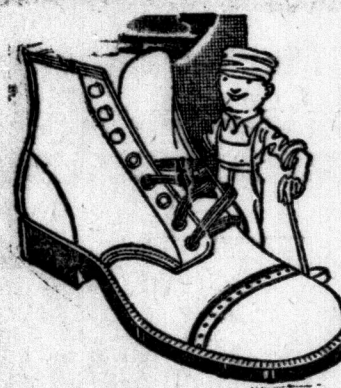
EXCLUSIVE LONDON AGENTS.

Ashplant's



JOHN RITCHIE & CO., LTD.
MONTREAL, QUEBEC.

Greb Work Shoes For Men



You have but to try on a pair of Greb Work Shoes to realize the comfort and long-wearing qualities they contain.

Built of solid leather. Guaranteed to give satisfaction.

SOLD IN LONDON BY

Ashplant's

GREB SHOE CO., LTD.
Kitchener, Ontario.

Kosy Korner Slippers

No other Christmas gift can more fully convey your best wishes for comfort than Kosy Korner Slippers.

Whether it be as a gift to Dad—Mother—Sister—Brother—or friend—there's a Kosy Korner Slipper to please them.



P. S. — Kosy Korner Slippers are made by the makers of Smart Step Shoes — Canada's most popular footwear.

CANADIAN CONSOLIDATED FELT CO.,
Kitchener, Ont.



SOLD IN LONDON BY

Ashplant's

Service, With Quality, Paves Way of Progress For Ashplant's Store

Firm Began Business Fifty Years Ago In Covent Garden Arcade.

NOW ONE OF LARGEST

Always Kept Pace With Changing Style—Have X-Ray Machine.

More than fifty years ago a shoe store was opened in the old Arcade, which ran through from Dundas street to Covent Gardens, where Cowan's Hardware now stands. Recalling the event will convey little information to the average citizen, but the old timer will remember that the opening of a little shoe store in the Arcade, bearing the name of Ashplant & Tanton was the beginning of what now is one of the largest and most successful shoe businesses in Ontario.

Hubert Ashplant & Sons, a store of enterprise and quality, is today managed by W. J. and Frank S. Ashplant. The firm operates besides the store in the downtown section of the city, another fine shoe establishment in the east end.

Keep Pace With Times. Since the inception of the store 54 years ago the business has kept pace with the times. As each new style was introduced to the world of exclusive shoe fanciers, Hubert Ashplant & Sons were the first to incorporate that style in their business. They have consistently kept up with everything that is modern in footwear.

The expansion of Ashplant's store became a necessity with increasing sales. The demand of the public for service and satisfaction such as was obtained from Ashplant's aided the managers to enlarge their business. They gave the public what they wanted, and that has been the secret of a success of fifty years.

Comes to Canada. Hubert Ashplant came to Canada and London from Devonshire, England. He was a practical shoemaker, so his trade naturally led him to that business here. His first job in London was with the father of the late ex-Ald. John McMechan. His weekly pay envelope contained the magnificent sum of \$5, and half of that went to pay his board and lodging.

Following this he was successful in securing employment with James Cresswell in the Arcade shoe store. Here the late Mr. Ashplant had a wonderful opportunity to get first-hand knowledge and experience in conducting a retail shoe store. Mr. Cresswell used to take trips to Florida for his health, and during these periods Mr. Ashplant was in charge of the store.

With the death of Mr. Cresswell, Mr. Ashplant and Thomas Tanton invested their capital and bought the business. Mr. Tanton invested about \$900 and Mr. Ashplant some \$200. That was the beginning of Ashplant & Tanton, with a stock of shoes valued at about \$5,000. Business was

continued at the original stand until the Ontario Loan and Debiture Company put up the building on the corner of the Market Lane and Dundas street. Then the partners moved into the premises on that corner. It was while at this location that Mr. Tanton died. In 1889, and Mr. Ashplant acquired his interests in the store and changed the name to Hubert Ashplant. In 1900 Mr. Ashplant took his two sons, William and Frank, into the business and the name was changed to Hubert Ashplant & Sons, and remains the same today.

Are Successful. Success met the efforts which were put forth and the Ashplant store continued in business on the Market Lane corner in 1909. At that time the Ontario Loan decided to have their business transacted on the ground floor, and Mr. Ashplant was forced to secure new quarters.

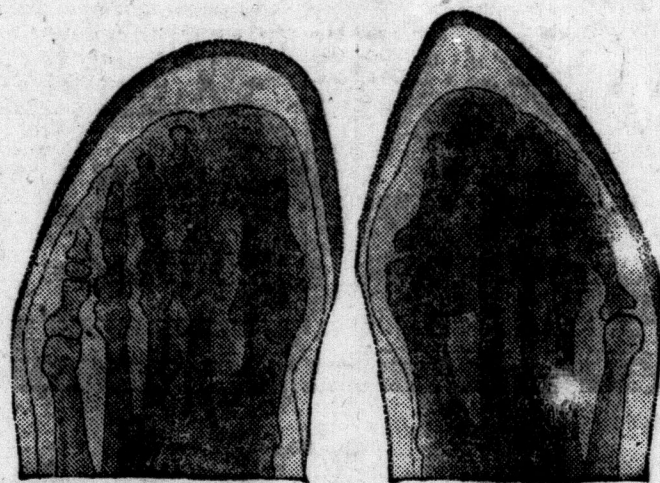
Fortunately, at that time, it was

possible to secure the premises where the Ashplant store is today. The building comprised two stores, and these were amalgamated into one.

Looking back into the past, and making comparisons with present-day merchandising methods in the retail shoe business, one finds much that is of interest. One thing in connection with the Ashplant store has remained unchanged, practically, and that is, that since the inception of the business it has been centered on boots and shoes. At no time has there been any great deviation from this. The only other lines carried by this store, and they have just been put in, are closely related. Trunks, hand bags and toilet cases have been added, but there has been and will be no attempt made to introduce anything foreign to the leather goods business.

Take in the matter of pay. You will recall that when the late Hubert Ashplant started as a shoe clerk he got \$5 a week. About 1900 the average for shoe clerks was \$9 a week. There were some experienced men who got \$10 and \$12 a week. Today it is a different story. Available statistics show that the average is now three and four times what it was 23 years ago.

Old Cobbling Days. Then in the matter of repairing. In



Here's what you do and what you see when you step on the X-Ray machine at Hubert Ashplant & Sons' shoe store. The upper picture shows the machine in operation. The girl standing on the machine is having her shoes tested as for fit. The lower picture shows the machine in operation. The girl standing on the machine is having her shoes tested as for fit. Below you see what your foot may look like. Notice the cramped position of the bones in the picture on the right and then compare them with the freedom of those in the shoe on the left.

the old days this used to be done by a cobbler at his bench—waxing his thread and plying his trade from early morning till late at night. But what is found today? Take at the Ashplant store, for instance. Modern machinery is being installed to take care of repair work in a special department to be opened shortly on the third floor. The cobbler will no longer be present. In fact, the big machines, electrically driven, will stitch, trim and finish shoes in one-tenth the time, and much better, than the cobbler could ever hope to do.

Establishing an up-to-the-minute repair department in connection with a retail shoe establishment was a modern way of conducting such an enterprise, and one which meets the approval of the people. For what is more natural than to take shoes to be repaired at the place from whence they came? The same thing applies to the purchase of a motor car. It is quite the proper thing to take your automobile for repairs to the dealer from whom you made your purchase. You take it there as long as you are sure of service. That's the way it works out with the shoe merchant. At Ashplant's you will be able to have your repairs done and will be welcomed there. You will be pleased to take your work there as long as you get service, and when that fails you'll go somewhere else. But the assurance is given by Hubert Ashplant & Sons that a high standard of service will prevail 12 months every year, day in and day out, just as such a high standard of service exists in the merchandising of shoes in the retail store. That's something Ashplant's are proud of—their service and the educational work they are carrying on for the benefit of those who wear shoes, and that includes everybody. Ashplant's repair department will be under the personal management of an expert shoemaker.

Matter of Necessity.

Fifteen or twenty years ago, yes, as recent as that, footwear was a matter of necessity only. Today particularly with the women, it plays a most important part of the wardrobe. Shoes are taken into consideration by milady on an equal basis with her hats, gowns and wraps. A score of years ago she would purchase a pair of high boots in the fall and then about May 24 would secure a pair of oxfords. In addition she might have had a pair of house slippers.

But what is found today? Milady has shoes for every occasion. For street wear she has types of oxfords or brogues. In the afternoon she will wear slippers—colonial or strap slippers may please her fancy. But more particular is she about her evening slippers. They must be colored to match her gowns, and be dainty. Then, too, she must have goloshes for wet or stormy weather.

This condition points to the fact that the retail shoe business has been developed to a remarkable degree. It seems that the retail shoe merchant must serve to the same extent as the milliner or those who deal in gowns, wraps and cloaks. To have an assortment of shoes from which selections may be made, the merchant must have a large stock. Hubert Ashplant & Sons today carry a stock valued at \$100,000.

Rubber Boots a Rarity.

Thirty-five years ago long rubber boots were a rarity. In those days out-of-door men used to wear high leather boots and the Ashplant store used to sell as many as 1,200 pairs in a season. Now these leather boots have gone out of style. The long

Continues on Page Seven.

Maintain the Natural Lines of the Foot

No lady can wear tight, ill-fitting, badly-made shoes without having the bones of her feet forced out of their natural position and the muscles and ligaments cramped and distorted.

Realizing the tremendous task which the feet are called upon to perform, it is vitally important for their protection and preservation that they be given every possible assistance for performing their task.

Tarsal-Ease Shoes preserve and bring back the natural lines and contour of the foot, and while they give the foot every possible comfort and protection, they are at the same time smart and stylish. Tarsal-Ease Shoes combine the very finest leathers with high-class workmanship and the newest and smartest styles.

The one way to appreciate Tarsal-Ease Shoes is to try them on—please do this without feeling under any obligation to purchase.



EXCLUSIVE LONDON AGENTS

Ashplant's

SMARDON SHOE CO., LTD.

Montreal Quebec.

Church's Footwear

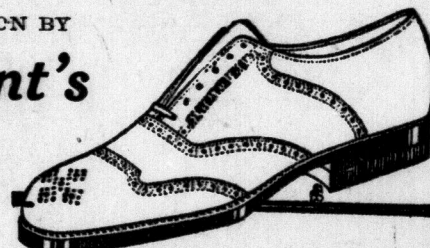
"MADE IN ENGLAND."

Made in Northampton, England, famous the world over for their good-fitting, long-wearing and shape-retaining qualities. This season's smart, new styles for Men and Women await your inspection.

SOLD IN LONDON BY

Ashplant's

CHURCH & CO. LIMITED.
NORTHAMPTON
ENGLAND



The Liberty Shoe

Wear Comfort Appearance

The three outstanding qualities of LIBERTY Shoes are qualities particular men seek.

LIBERTYS wear because they are bench made of finest leathers. LIBERTYS give comfort because they are scientifically molded to meet foot conditions.

LIBERTYS provide that well-dressed appearance because they are the pace setters in snappy "lasts."

Exclusive London Agents

Ashplant's

SCOTT-McHALE
London - Ontario



PACKARD'S SPATS

"IMPERIAL BRAND."

The words, "Packard's Imperial Brand," is your safeguard in purchasing Spats. You are assured of the highest possible value both in style, workmanship and material; yet they cost no more than ordinary kinds.

Retail at, per pair,

\$2.00 to \$4.00

Packard's Boudoir Slippers

Make Pleasing Christmas Gifts.

Fashioned with uppers of fine kid or suede leather, in all desirable shades and colors.

Retail at, per pair,

\$1.50 to \$2.00

L. H. PACKARD & Co., Ltd.
Montreal Quebec



Sold in London by Ashplant's