

## A Spring Message To The Canadian Public

THE Signing of the Armistice relieved some of the most pressing demands for shoes. But it did not, and it could not, increase the supply of leather. It released thousands of men from military duty, but only gradually will they find their way back into their old occupations. So until an actual shortage of leather is turned into a surplus, and the supply of labor becomes somewhere near normal, we cannot expect any marked change in conditions, and the price level must continue high.

Leather is not a product of manufacture, but of natural growth. It takes time to produce a skin, and no process of "speeding up" will hasten it. The demands of the war, and the destruction of war, so depleted the world's stock of leather that, as we told you last fall, it was a big problem to produce enough good quality shoes to go around. Now we must simply wait for a new supply of leather to grow.

Labor is another problem which will take time to solve. Many men, fresh from life spent largely out-of-doors, will not go back to factory work again. Many others bear honorable wounds which unfit them for it. Here again, we expect no immediate return to normal conditions.

So in this, our Spring message to the Canadian public, we say:—

"Prudence in buying is still necessary. You can help to bring about more normal conditions if you will continue to exercise it. Buy for service and see that you get REAL VALUE for your money.

"And now especially you should see that the manufacturer's trade-mark is stamped upon the shoe you buy. Unbranded shoes may be reduced in quality to make the price seem low—with the end of the war as a plausible excuse. But no manufacturer will jeopardize his reputation by stamping his trade-mark upon a product which he is ashamed to acknowledge. Remember this, and look for the trade-mark. It is the best assurance you can have of real value."

### Get This Booklet

We have prepared a booklet—"How to Buy Shoes"—which we think will help you. It contains advice which you will find of value, whether you buy A. H. M. Shoes or not. We shall be glad to send you a copy with our compliments if you will address our head office at Montreal.

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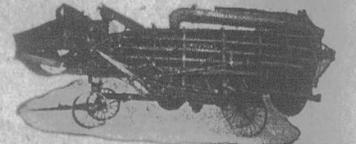
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