

the factory now operates, was purchased and building operations commenced on November 6th, 1909, and were completed by December 18th, 1909.

The factory having been built in record time, Mr. Brandon immediately commenced to manufacture record shoes and specializes in Men's Fine Goodyear Welts, quality being the chief objective, as his slogan, "Where Quality Counts We Win" will prove.

The first officers of The Brandon Shoe Company Limited consisted of C. Cook, President; A. Brandon, Treasurer and Managing Director, J. S. Dowling, W. D. Schultz, and T. E. Ryerson, Directors, and W. D. Smith, Secretary. The present officers are as follows:—A. Brandon, President and General Manager; C. I. Timpany, Vice-President, E. D. Goetz, Secretary-Treasurer; and J. L. Brandon, E. C. Kilmer and J. G. Cohoe, Directors.

In 1911, owing to increased demand for Brandon Shoes, it was found necessary to enlarge the factory to meet with the greater production, and another storey was added and 60 feet at the rear, making The Brandon Shoe Company Limited plant a three storey building 180 feet long with a capacity of 800 pairs of shoes a day.

The plant is equipped with the latest types of machines that they may specialize in the finest of Men's Goodyear Welts. The leading lines are "Brandon," "Monarch," and "Dr. Brandon Cushion" shoes. These shoes are sold from coast to coast over the Dominion of Canada.

Mr. A. Brandon, the organizer of The Brandon Shoe Company, Limited, previous to going to Aylmer, Ontario, had spent many years in the United States in the interests of the Shoe Trade, always being connected with the manufacturing, and was managing a large shoe factory in St. Louis just previous to coming to Aylmer, Ont., Canada.

Under the capable directorship of Mr. Brandon, a class of shoe is made which sufficiently and completely refutes the previous claim that it is necessary to go to the United States to procure complete satisfaction in the style, comfort and make.

STEDMAN BROTHERS:—The commencement of the present large interests of Stedman Bros., took place in a street paper selling trade. Young in years they proved themselves to possess excellent executive ability in addition to much energy and it was not long before the decision was reached to embark upon business on a still larger scale. A stationery and news store was accordingly opened and in 1908 the business of Mr. W. J. Mallagh, also in the same line, was purchased. A still more ambitious move was chronicled when in 1909 embarkation took place in the wholesale trade, together with the publication of picture post cards,