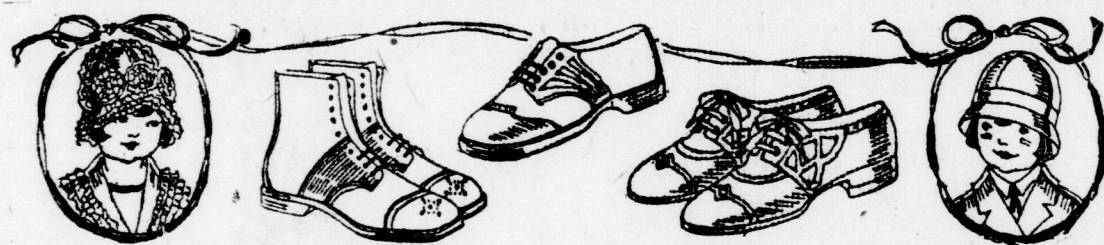




March 8th-15th
The 1st Anniversary
"Children's Own Shoe Shop"



Rowland Hill Gives
Birthday Party
To All London's Children



This Crest
appears on
every
HURLBUT SHOE



Room to
Grow for
every
Toe.

Mothers, Do Not Cripple
Your Children's Feet

WHEN mothers buy their children shoes they should satisfy themselves that the shoes conform to the natural shape of the feet, instead of buying ill-fitting shoes that cramp and deform the little one's feet by forcing them to grow to the shape of the shoe.

The name Hurlbut on children's shoes is your assurance that they are correct in every detail—in style—in longer wearing qualities—in supreme comfort and entire flexibility. An inside cushion sole of live lambswool gives ventilation, thus keeping the little feet cool and healthy in the warm-est weather.

HURLBUT
TRADE MARK REGISTERED
CUSHION SOLE
Shoes for Children
Manufactured only by The HURLBUT CO. Limited, Preston, Ont.

COME! BOYS
AND GIRLS

JOIN IN THE FUN

Nearly every child in London and vicinity knows Rowland Hill, the man who owns the "Reliable Footwear" store and the "Children's Own Shoe Shop" at 189 Dundas street.

Now, Mr. Hill is going to give a monster birthday party, for the "Children's Own Shoe Shop" is just exactly one year old. And the party will be held in the "Children's Own Shoe Shop," which occupies the second floor of the main store. The party will commence Saturday, March 8, ending Saturday, March 15. And the good news is that every child is invited!

Even now you can see the huge birthday cake in the store window. It is beautifully decorated with pink and white icing, with a big pink candle set on the top—won't it be great to get a piece? You are invited to come into the store and take the elevator to the party and enjoy the fun. Besides all the nice things that you have seen before in the "Children's Own Shoe Shop," there is such a host of interesting birthday attractions for this party. You simply must come! There's a fine souvenir and a piece of birthday cake for you. Twenty pieces of cake will have five-cent pieces in them. You must be careful when you are eating, for who knows that you might be one of the lucky ones to get a "nickel"?

And there is going to be a guessing contest in which everyone may try. All you have to do is to guess how long the big candle on the cake will burn; then enter your name in the big Birthday Book along with your guess. The candle will be lighted and timed on the last day, Saturday, March 15, but you may register your guess any day during the entire birthday party up to Saturday, March 15. Come Saturday or any day next week! One guess only will be allowed each child, and the one guessing the correct time or the nearest correct, that it takes the candle to burn, will be given as a prize their choice of any shoes for themselves, free of charge.

It will be a merry time for the kiddies of London and the country surrounding. Mr. Hill has spared no effort to make the party a "grand success," and it will be interesting to note the proceedings of each day of the birthday party. Parents are invited to bring the children at any time, and stay as long as they wish.

Special
Attractions

Free Souvenir and Piece of Birthday Cake to every child.
Guessing Contest! Be sure to register your guess on how long the candle will burn.



ROWLAND HILL, JUN.
an active member of the firm whose efforts have materially aided in the phenomenal success of "The Reliable Footwear Store" and "The Children's Own Shoe Shop."

First Year Is Crowned
With Wonderful Success

Just one year ago the "Children's Own Shoe Shop" made its bow to the many thousands of homes in London and district. After many months of careful planning, the opening of this new enterprise was received with the greatest of enthusiasm by both child and parent. Here the child found a department that was entirely its "own"; here the parent was delighted to find that the growing feet were cared for with the same expert and painstaking service as his or her own.

It is no wonder that Mr. Hill feels that even in the short space of one year his untiring efforts have been more than rewarded. It may safely be said that there is hardly a child in London who does not know and love the "Children's Own Shoe Shop."

Occupying the second floor of the main store of the Rowland Hill Shoe Stores, a department that is exclusively juvenile, it is aptly called the "Children's Own Shoe Shop." The most modern type elevator with every safety device makes this department easily and quickly reached from the main floor.

A glance at the picture on this page reveals how pretentious and up-to-date this department is. Windows at the front and side with inverted lighting fixtures supply an abundance of light and the whole room has an environment of "home." Practically the entire floor has been fitted for the kiddies; they can romp, they can play, and in fact "slide," for there is a slide provided for them in the playroom. It is very amusing, indeed gratifying, to see the little faces "lined up" to take their "slide" and to see the way that the child has literally "taken over" the playroom. Everything in the department serves by adding to the enjoyment and comfort of both child and parent. Little chairs for little tots, who are too small for the larger chairs, are provided for the fitting of shoes. At the end of the department are found a drinking fountain and lavatory. The walls are gaily decorated with many varieties of animals and birds, and even the shoe cartons are prettily decorated with nursery pictures—nothing has been spared to make this department and the fitting of children's footwear a real enjoyment to every child.

The department is under the careful and exacting charge of Mrs. E. Atkinson, who has had long experience in fitting of children's shoes. Her assistant is Miss Emily Torrens. (During busy seasons it is necessary to more than double the staff.) No parent need feel that there is any doubt when intrusting the care of their children's feet to such able knowledge as that of Mrs. Atkinson and Miss Torrens. They do not "merely" sell shoes, but they study the child's foot and from their broad experience and knowledge determine the individual requirements of each child. The greatest degree of success of the "Children's Own Shoe Shop" is due to the attention and care of these two ladies.

It would, indeed, be improbable under such surroundings that the "ordinary" kind of shoes would pass muster here. Mr. Hill's slogan of "Reliable Footwear" is sustained to the highest degree. Such leading makes as Hurlbut, Chums, Classic, Macfarlane and Avenue are ever to the front, and the thoughtful, careful parent is continually proving the lasting advantage of buying "good" shoes. Another feature that has contributed to the ever-growing popularity of the "Children's Own Shoe Shop" is the selling of hosiery. A complete line is carried at all times for the convenience of parents making shoe purchases for their children. It includes the finest of stockings for baby's feet to the requirements of the sturdy school boy.

Space does not permit to tell all about the "Children's Own Shoe Shop," but Mr. Hill invites every parent and child to come and "make themselves at home" during this birthday anniversary, to enjoy the party, meet their friends and ask questions regarding the best needs for the care of their children's feet.

'Known by the Company It Keeps'

The

"Children's Own
Shoe Shop"

Is the Fitting Home for Canada's Best
Makes of Children's Shoes

HERE mother knows that she may choose from such recognized leaders as Hurlbut, Chums, Classic, Macfarlane and Avenue.

HERE mother knows that the tender, growing feet will receive conscientious attention and expert fitting.

Here Good Shoes and Better
Service Are Pre-eminent.

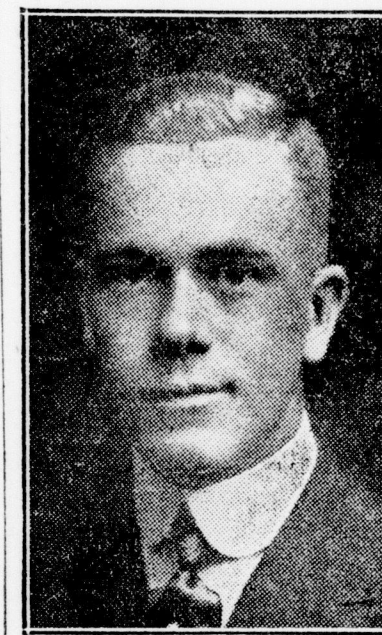
MOTHERS!

10%

Off Every Purchase

HERE IS A BIG SAVING

if you buy the Children's Shoes NOW. During the Anniversary, Saturday, March 8, to Saturday, March 15, we will take 10 per cent off the regular price of any purchase in the Children's Own Shoe Shop (Hurlbuts and Pussypoos excepted). It will pay you to anticipate the children's wants and choose their footwear now from our new spring stock. SEND OR BRING THE CHILDREN.



CLARENCE HILL.
has also been responsible to a large extent for the success of the Rowland Hill stores. All advertising matters pertaining to the business are handled by Mr. C. Hill.

A Name Backed by Fame

"Macfarlane"

'Way back 25 years ago, Macfarlane Children's Shoes were well known in every household for their super-value and dependability, that meant long, comfortable service. Today mother chooses Macfarlane Shoes for her children knowing she will receive just the same satisfaction.

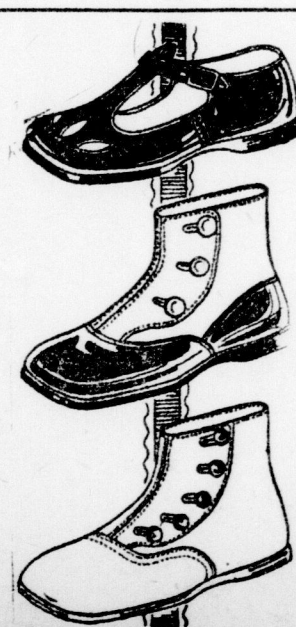
Macfarlane Shoes have experienced but one change during more than a quarter of a century of specialized shoemaking, viz., in presenting up-to-the-minute styles that today's children must have.

Manufactured in Montreal by

Macfarlane Shoe Co., Limited

Macfarlane Spring Shoes now shown in

"Children's Own Shoe Shop"



EVERY DAY
A PLAY DAY
for the Child Who Wears

Classic Shoes

Mothers know that children's feet must have plenty of exercise and play for perfect development.

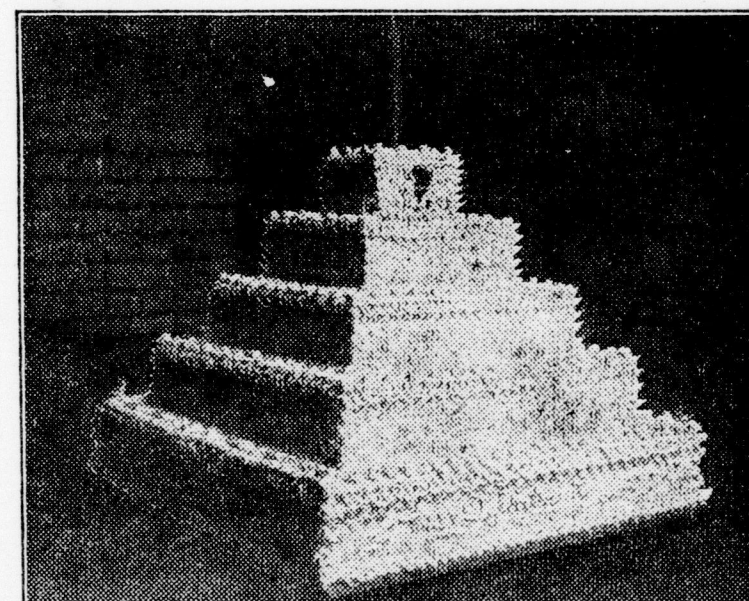
Classic "Foot-Trainer" Shoes are so designed that children's feet may grow naturally and unrestrictedly. Classic Shoes are custom-made and are shown in many new and original patterns—decidedly "Classic."

Manufactured by

Getty & Scott, Limited, Galt, Ontario

Newest Classic Shoes for Children
of All Ages Now on Display at the

"Children's Own Shoe Shop"



The Big Birthday Cake shown above is the workmanship of C. J. Leach, 529 Colborne street, and is now on display in the store window. Its exceptional beauty will be greatly admired during the week. Don't forget to register your guess as to how long the candle on it will burn.



Chums
REGISTERED

for Vigorous
Action

CHUMS SHOES are designed and built to stand a protracted siege of long, hard wear.

MORE—Chums natural shapes allow the growing feet stylish freedom. For downright value, the wise parent has learned to demand Chums Shoes.

STYLES AND SIZES FOR
CHILD, YOUTH AND MISS

MANUFACTURED BY



Charles A. **AHRENS**
limited
KITCHENER, ONT.

RECOMMENDED AND SOLD BY THE

"Children's Own Shoe Shop"

Mary
Jane



is just as particular as her big
sister when it comes to shoes

Avenue Shoes

have achieved the production of Shoe Styles that Mary Jane (or for that matter each child) loves, at a price that the prudent parent is pleased to pay.

The spring (1924) Strap Shoes and Oxfords are a revelation of juvenile style, mannish shape and moderate price

MANUFACTURED BY

J. A. McCaughan & Son

Sold exclusively by the

"Children's Own Shoe Shop"