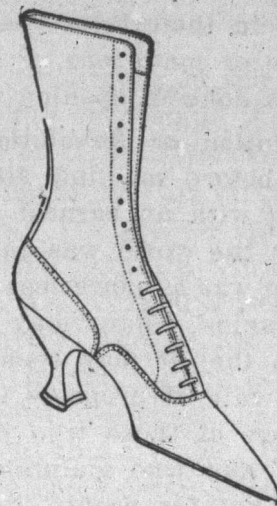


Your feet have personality

Shoes have to be suited to your feet, as well as fitted to them

Some feet look better in severe styles others require the extreme of grace.



Our New Footwear for Fall

includes styles that are becoming to every foot, as well as suited to every occasion We see to it that you are correctly fitted in the style you select.

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"VANCOUVER'S SMARTEST SHOE STORE"

the personality of the man as revealed at a meeting at which discussion of unstudied subjects of conversation led to impact of personality with personality. Under such circumstances, whether or not men's words "half reveal and half conceal the soul within," their manners cannot altogether disguise their real character.

This man may not have had to "breast the blows of circumstance, and grapple with an evil star." Some men have to do that before they get into the running for far-reaching influence or service in any sphere of life; but Beatty's phrase about doing one's best, and leaving the rest to Providence is just another way of suggesting that increased influence and capacity come from doing one's work "as ever in the Great Task-Master's Eye."

We understand it is already on record that someone after meeting this young President remarked, "Beatty, when I met so-and-so I always came away with a feeling that I had been in touch with the system; but when I have had a chat with you I come away with the impression that I have been in communication with a man!"

The Value of the Personal Equation.

That is about the best compliment that can be paid to any President or prominent official in Church or State, and the writer of these notes can unfeignedly endorse it as his impression also. The man in Church or State, Business or Society, who, consciously or otherwise, lets his office or his honours overshadow his personality and come between him and his fellows, may be a very efficient official an ornamental figurehead or an adept manipulator. But he will best serve any organization, who, whatever his weight of office, can awaken kindred chords of interest and sympathy, which have so much to do with making the personal equation tell in all work for human welfare and institutional progress.

As Mr. Beatty outlined to the writer the various positions he had held in the C. P. R. Company's service prior to his

selection for the Presidency, one felt that he had "made by force his merit known" in the past by application to his work, and untiring interest in its details. It was in keeping with that development in his own case that he should emphasize his belief that the opinion held of, or reputation sustained by a Company in a community or district depended very largely on the character of the individual persons representing it.

Foresight, Enterprise, Effort Accumulate Capital in Some Form.

Questions of all kinds can no doubt be raised about corporations and the rights and abuses of capital, precedents and power. The writer has no brief for the C. P. R. any more than for any other big company, but we believe it is common knowledge (apart from its management by directorate or otherwise) that that company's accumulated wealth in land, etc., has resulted in large part from the enterprise and adventure, in the literal meaning of these words, following the foresight of those men who believed in the possibilities of development of the Canadian West, and who by their undertaking blazed the railroad trail over the Rockies to the unresting Pacific.

No sane man will surely grudge the pioneer who goes into the virgin forest land and literally clears for himself a home-site and meadowland, a measure of rest and recompense in his later years, following from the increased value of his property. What is true in the individual case must apply to men in the mass. This remains true even when the work involved leads to the formation of "Companies," although we sometimes find that companies here and there are so managed or manipulated that even charitable people may regret that "they have neither a body to kick, nor a soul to damn."

It is easy to say to the settler in later years, your home-site has increased in value because of other settlers who have come in or because of this and that cause outside