

Conscience and character may be sought and shown in every line of work, yet men and firms need not in the advertising or publicity business, any more than in shoe-selling, be expected to judge "without knowledge, without necessity, without charity." For instance, we believe no one need ask what the attitude of this publication would be to advertisements bearing upon intoxicating liquors—certainly no honest inquirer would be left long in doubt about the views of the present management. But what about tobacco? Many people whose goodness of heart and purpose is unquestioned—among whom may be numbered many preachers and teachers—hold tobacco a neutral thing for adults, and simply a stimulant or drug, the use of which is on a par with tea or coffee drinking. Shall we accept tobacco advertisements? We have been asked the question *in a business way* ere this. Perhaps some of our readers will favour us with their views?

But to return to *The Shoe Man*. Mr. Rae is one of Vancouver's old timers, and one gathered that he has "made good" in business because he has been content to "stay with it" and continue seeking to give good value in leather, while some others were giving time and energy to speculation. We believe it may fairly be said that his extensive advertising has done much to *make* the block on Hastings Street West in which he now does business.

In seeking to develop his business by giving good values in all kinds of foot-wear, Mr. Rae has stocked goods from many makers in the East and elsewhere, though of course Leckie's Boots, made in Vancouver, British Columbia, are among the leather for all weather which he sells. The store seems to have goods likely to attract all classes, though Mr. Rae himself might suggest that his business is "for the masses, rather than for the classes." Notwithstanding that statement, he is agent for Dr. Reed's boots, which seem to be specially adapted to give the maximum of comfort to tender feet and "tender-foots." Another boot deserving of special mention for the winter weather at the Coast is the *Regal*. It has a strong welt, closely fitted in between the sole and the upper in such a way as to keep rain or melting snow from oozing inwards. In short, it is certain that if the humblest members of the masses may visit this store and get satisfaction at low rates, the people from the West End and elsewhere with more to spend on footwear, who seek more in style and the very best in quality, may also have ample choice, and count on getting satisfaction.

When we selected this advertiser for attention here, we believed we could fairly commend the business of Rae *the Shoe Man* to our readers. After further conversation with him, mostly on other subjects than shoes, we can with increased confidence commend the business and the goods of "Rae the Shoe Man" at 139 Hastings Street West, because of the independent impression left with us, not only of his business, but of the *Shoe Man*, Rae.