## 圆 <br> The bert youcan get <br>  May 12, 191 ross. - Mark $\quad 10$; <br> How Canada's Greatest Shoe House Supplies the Nation's. Footwear






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 Multiply footwear to suit your own taste in regard to style, size, etc. of the imy your own individual needs by millions and you will get an ide and the sizense task which confronts the makers of Canada's footwea

| The buying of a single pair of shoes is an event that occupies a person but a few moments two or three times a demand of a nation's individuals, it requires the whole resources of a gigantic industry. Ames Holden AlcCrcady are truly "Shoemakers to the Nation." It is a tile justified by the Nation." It is a title justified by their size and the importance of their business. | For example: Ames Holden McCready factaries are separated into thrce distinct factory units, each a complete factory in itself. <br> One unit of our factories is devoted entirely to the manufacture of high grade footwcar for Women and Children. Cons:der the great variety of styles in women's footwear, including high-top boots, oxfords and pumps. | In addition to the work of manufac-ture-the requirements of distribution. are also tremendous. A manufacturer must not only make his goods economically and well-but he must deliver them-DISTRIBUTE them. Therefore, in addition to a force of 60 travellers constantly visiting the retail trade McCready maintain, ia the centres of population throughout Canada, im- |
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| It may be a revelation to many Ca:adians to know that to supply them with proper footwear, this firm maintains huge factories each with many acres of floor space, and hundreds of intricatc, almost human, macient to turn out 8.000 pairs of shoes cvery working day. | Consider the many different patterns and lasts, the varieties and shades of leather and finish-then you will see what a what a great number of models are required to meet the widely different necds of Canadian women in the cities and towns and also ia the country districts. <br> Another factory unit is devoted to | mense stocks of boo:s and shoes ready for immediate shipment to the retailers in each section. <br> These warehouse3 are located in the following cities: <br> St. Johb Winnipee $\begin{gathered}\text { Torontoo } \\ \text { Edmouton }\end{gathered}$ <br> Years of experience has taught us the kind and styles of boots which are |
| It requires a small army of work- people, clerks and warehousemen, in addition to executives, buyers and travellers. | making only the better grades and styles of Men's Shoes-shoes for proall business men, whose occupations permit the use of fine leathers such |  |
| to plan styles and models of Men's, Women's and Children's shoes in their various grades and styles. | The third unit specializes in sturdier types of shoes for heavy wear and rough | And that is the reason why you will find, even in the outlying districts, that dealers selling Ames Holden |
| In order to secure the best results in the production of various kinds and graces, it is also necessary to specialize. | lumbermen, miners, trainmen, and workpeople who require a heavier and more solidly-constructed boot. | Cready goods are up-to-date with cks that are fresh and new, and ich reflect the latest shapes and ics. |

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AMES HOLDEN McCREADY

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