

shrewd merchant advertises that "others have shoes as good as ours, but nobody sells them as cheap."

A flexible, strong, light and durable boot with no squeak, no tacks, and no nails should prove a trade winner. Messrs. J. D. King Co., Ltd., Toronto, claim that they make a shoe of this description and predict for it an excellent demand. It is made with a patent "sleeper in sole," and is filled with cork throughout, thus, as the manufacturers claim, keeping the foot dry and giving to the wearer health and comfort.

If the value of trade-marks were better understood manufacturers would make more frequent use of them. In many respects this is a pictorial age. Our newspapers have successfully made plain political issues by their use. Trade-marks in some respects fulfil the same mission. If the trade-mark be simple and attractive the public will bear it in mind, and the manufacturer of good wares will the more completely reap the benefit of his honest methods.

Competition has been especially severe among boot and shoe dealers on Yonge street of this city. As the *Canadian Shoe and Leather Journal* says: "It now seems to be the thing for shoe stores in Toronto to employ 'touters,' the same as cheap clothing stores. A man at the door proclaims in stentorian tones the merits of the goods and their cheapness, and endeavors to rush customers in. What with pianos clanging, orchestras playing, and fakirs shouting at the doors, business has come to a pretty pass."

The British Government has been attempting to obtain the reasons for the falling off in exports of boots and shoes from England. The *London Boot and Shoe Trades' Journal* says, in reference to the investigations: "In the markets of West Indies they are evidently not particular people in the choice of footwear, and want something gaudy and not neat. It is the same thing all the world over—you must fit the head to fit the feet. That is, the peculiar tastes of people must be the first consideration."

The samples prepared by Messrs. W. B. Hamilton, Son & Co., Front street, Toronto, for the spring trade of 1897, are very complete. This firm has recently given special attention to men's goods, and the samples show the results of unusual care and skill. A visit to their factory would lead one to think that shoe manufacturing was not a dead industry in Toronto. In women's shoes many samples of colored goods are shown, including the fashionable sombre shades, chocolate, coffee, ox-blood and wine colors. In the various styles half-dollar and coin toes find prominent places.

During the recent big strike in British shoe factories, American manufacturers made an attempt to capture a part of the English trade in footwear. Their efforts do not appear to have been very successful. The people of England are very conservative in the matter of shoes, and are not disposed to take kindly to the extravagances and absurdities of many American styles. During the labor troubles, it was thought that the American shoes would gain a foothold in Great Britain. It now appears that their popularity was only of a temporary nature, brought about by circumstances of the moment.

A writer upon fashions contributes the following as to shoes to the *New York Tribune*: "In shoes, the style will be less extreme than it was during the spring and summer seasons. The pointed shoe will not be worn either for street or dress, and the 'common sense' idea will be followed in the matter of width. The shoes will be broad, and will have broad and moderately pointed toes. Dark russet shoes will be popular for fall and winter, and enameled calfskin shoes will be popular for fall and winter. Dress shoes will be made in the same shapes as the walking shoes, with a view to the ease and comfort of the wearer."

Retailers are wont to complain of the low prices of footwear. Although the prices of manufacturers have declined, in harmony with the prices at which the retailer must sell his goods, there is yet a considerable reduction in profits. The expenses of rent, wages, heating, lighting, and similar expenditures, are no less in selling low-priced goods than high-priced goods, and thus serious inroads upon profits are inevitable. Although the demand for low-priced goods is undoubtedly the outcome of industrial depression throughout the country, there is no doubt that the salesman can do much to offset it by skillful management of the customer. Too often the salesman introduces his article and attempts to sell it upon its price alone, without giving due weight to the question of quality.

WITH THE SHOE TRADE.

The Laing Tanning Co., of Berlin, are now making improvements to their tannery, which is one of the largest in the Dominion, and are adding to their plant. Two large boilers have recently been placed in the tannery by Messrs. Goldie & McCulloch, of Galt.

It is understood that the business of J. McPherson & Co., Hamilton, may be continued, and the employees are said to have decided to

accept reduced wages to enable the firm to continue, if they can come to terms with their creditors.

Mr. J. C. Holden, president and general manager of the Ames, Holden Company, Ltd., was recently presented by the Montreal staff of the company with a magnificent portrait of himself. It was the wish of the donors that the portrait should remain permanently upon the walls of the president's office. Mr. Holden, in his reply, said that it was with feelings of pleasure and gratitude that he had listened to the address and that he would ever prize their gift. Mr. John Reed, who is leaving the position of assistant bookkeeper to take charge of the books in the company's branch at St. John, N.B., was also presented with an address and a purse of \$60, to which he made a suitable reply.

THE RAW MATERIAL OF SHOE MEN.

Leather of all kinds has advanced in price, says the *Shoe and Leather Review*, Oct. 1st, and is still evincing a strong upward tendency. There is much uncertainty in the shoe trade caused by the advances in grain leather. The cheap grain leather shoe will have to be either raised in price or made of cheaper material. The manufacturers are uncertain what to do. The history of the trade for years has been that advances in leather do not stick, and if shoe prices are raised the manufacturers are compelled to change back in a short time and settle the matter as best they can with their customers. It doesn't follow that history will always repeat itself. Many times when leather was raised in price the advance had little strength. There were large stocks, and the advance movement broke down of its own weight. The quantity of leather produced depends not altogether upon the law of supply and demand, but upon the number of hides taken off. During the years when immense herds of cattle were being hurried to the slaughter-houses hides were produced in greater quantities than the demand for leather required. Several years of limited cattle slaughtering have gradually permitted the surplus of leather to be worked off. The hide scarcity was apparent last summer, but the alarm was sounded too soon and the boom in hides predicated on scarcity collapsed in the fall. Ever since, however, there has been no surplus of hides, and to-day the scarcity is felt in every market in the world. It seems to be impossible that leather can be any cheaper than it is to-day, and the chances of its advancing are great. Shoes that are made to sell at popular prices are most affected by changes in the cost of leather, and there is a natural hesitancy about altering the price lists. Competition is keen and the manufacturers who first announce an advance usually suffer from lack of orders. On the other hand, if the advance sticks, the ones who refused orders at the old prices will be the best off at the end of the season.

Hides seem higher this week in all the markets. Buff hides are strong at 7½c., and there are rumors of a sale at 7½c. Packer native steers were sold at 9c., which is an advance of 38½ per cent. since August. Buff hides were sold for 5c. the last week in August, and September closed with them at 7½c., an advance of 47½ per cent. in four weeks.

CLEARING-HOUSE FIGURES.

The following are the figures of the Canadian clearing-houses for the week ended with Thursday, October 1st, 1896, compared with those of the previous week:

CLEARINGS.	Oct. 1st.	Sept. 24.
Montreal	\$ 9,618,473	\$11,071,684
Toronto	6,236,272	5,762,072
Halifax	1,121,206	1,099,374
Winnipeg	1,082,327	1,115,628
Hamilton	564,877	681,924
St. John	482,591	551,051

\$20,105,745 \$20,281,733

Aggregate balances this week, \$3,332,811; last week, \$3,137,323.

—The commission for the adjustment of claims of Canadian sealers for illegal seizure in Behring Sea, will meet in Victoria, B.C., early in November. It was expected that the commission would have been able to meet earlier, but Mr. Justice King decided to hear, with his brother judges, the majority of the cases entered for hearing at the fall term of the Supreme Court. It is expected Mr. Justice King will shortly have an informal conference with his co-commissioner, President Putnam, of Ann Arbor University, Michigan, to decide upon a date for commencing the hearing. Mr. E. V. Bodwell has been named associate counsel for Canada, with Messrs. Peters and Beique.

Manufacturers of worsted coatings are said to be proportionately the worst off for business in the Bradford district, and any orders which they are able to get hold of just now are being put through at very finely cut prices.