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## The Passing of the American Shoe



There are $\$ 19,000,000$
worth of shoes made yearly in Canada.

Of these $\$ 4.917,000$ is wages to Canadian Shoe Operativss, and $\$ 2,000,000$ is clerk hire and salesmen's salaries.

The greatest shoemak ing nation of the world-U.S.A.-can only sell to Canada about $\$ 300,000$
worth per annum against this. Why?
We once bought and sold some of that $\$ 300,000$ worth, so we know, and can tell why

No shoes have more appearance than the United States make, and American wearers are satisfied with shorter ser vice than Canadians if the shoes fit their critical eyes.

The Englishman, on the contrary, must have wear and comfort first of all to fit his critical feet.

The Canadian wants both of these for the price of one of them, and so he never buys his first pair of English shoes, their appearance being too clumsy, and since the advent of "The Slater Shoe" he has found that he can get American appearance and British wear with Slater fit for 40 per cent. to 50 per cent, less than he has to pay for American shoes of reliable reputation.

Aside from all this the Canadian wearer of American Shoes pays 25 per cent. duty on-


A United States shoe costing the Canadian shoc dealer $\$_{4.00}$ (duty paid) must, therefore, have about $\$ 1.00$ worth of leather, value, etc., taken out of it in order to sell it at the price of a Canadian made "Slater Shoe.

As the leather, etc., in such a shoe should be about $\$ 1.75$ worth, it will be seen how serious is the sacrifice of $\$$ r.oo in the most vital parts concealed by a costly finish which disappears the first hour the shoe is worn.

Of shoes imported into Canada the whole purchase price goes forever out of the country, and $\$ 300,000$ worth of them worn by Canadians dissolve into these figures when dissected

$$
\begin{array}{lrr}
\text { Import Custom duties } & & \$ 75,000 \\
\text { American profits and commissions } & : & 56,250 \\
\text { American labor } & 77,500 \\
\text { Actual leather value, materials, etc. } & & 91,250
\end{array}
$$

When the retailers' profit is added, these American shoes cost their Canadian wearers $\$ 420,000$, or nearly five times the value of the materials.

Add to this loss in actual wear qualities taken out of shoes built to make the material of a so-called cut-price sale in Canada, and what can there be left?

And who expects a business firm to fill up their market with shoes sold at cost-to sacrifice their "regular trade" for the glory of changing money

We couldn't afford to talk of these facts three years ago, because there were then a few desirable shapes in American shoes which couldn't then be had in Canada.

Our customers wanted these shapes, and what they want thiey will always find here if it is obtainable elsewhere.
The energies of the Slater Shoe

The energies of the Slater Shoe Factory are concentrated in making a specialty of only one single kind of Goodyear Welted Shoes for men in all the
deesirable shapes, all widths, half sizes, style and finish of the United States prodiesirable shapes, all widths, half sizes, style and finish of the United States product, with twice as much British wear and comfort.

There are people who would pay more than $\$ 5.00$ for "Slater $\$ 5.00$ Shoe" if the makers' name and price were not stamped on the soles. and would be getting better value then for their money than in an American Shoe sold for 86.50 , with the duties taken out of its wear value,
Query : If an American shoe is worth $\$ 6.50$ (measured by \&he Slater
standard) can it be old for $\$ 355^{2}$ ? standard), can it be sold for $\$ 3.75$ ?
"The Slater Shoe"

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