Shoes in Foreign Countries Are Considered Cheap at $25 and $30 Per Pair

A recent newspaper story contained the prediction that shoes would soon be retailing at the minimum price of $15 and $20 a pair.

At first thought this may seem like the most flagrant case of price inflation. However, such is positively not the case.

As a matter of fact, the big jump in shoe prices is the natural result of world conditions.

It may surprise you to know that in Europe shoes have been selling for $25 and $30 a pair for many long months.

Necessary Advance in Cost of Labor a Big Factor

Special and distinct from the conditions peculiar to the leather industry, the cost of shoes to the public has been greatly influenced by the steadily increasing cost of labor.

At a meeting of the National Boot and Shoe Manufacturers' Association last April the members compared notes on the wage question. The combined experience was that wages of labor had advanced from 60 to 100 per cent since 1914.

Leather Industry Is Based on a "By-Product"

Now, shoes are made of leather, leather from hides, and hides are the skins of cattle.

And cattle are killed for BEEF, not HIDES—which bases the entire leather industry on a By-Product.

And, remember this potent fact—the amount of beef consumed is continually DECREASING, while the consumption of leather is ever on the increase.

It Is an Endless Chain and Thus Far the Retail Shoe Prices Have Been Kept Down Only by Heroic Efforts of the Retail Shoe Dealers

Hides and skins have advanced in all the markets of the world.

The great upheaval in prices has been contested by tanners and shoe manufacturers and retailers without avail.

Natural world conditions have been operating for years to make the basic raw materials for making leather more expensive.

Leather is a War Munition, and always affects the cost of shoes and all leather merchandise for some time after the war.

THUS FAR THE HIGHEST PRICES ASKED FOR SHOES ARE BELOW THE LATEST PRICES CHARGED FOR LEATHER, AND THE HIGHEST QUOTATIONS ON LEATHER ARE SIMILARLY NOT UP TO A PARITY WITH THE COST OF HIDES AND SKINS.

WATCH THIS NEWSPAPER FOR ADDITIONAL DATA NEXT SUNDAY

This article is based on data furnished by the "SHOE RETAILER," of Boston.

Footwear
For Men and Women
We combat high prices by keeping quality up. You will find Service in our store—Service in our footwear.
Boyden Shoes and Bannister Shoes for Men
Laird-Schober Shoes for Women
S. & H. Trading Stamps
Rosenthal's
Portland's Best Shoe Store
129 Tenth St.,
Bet. Washington and Alder Sts.

"Good Sense Shoes"
KNIGHT SHOE CO.
342 Morrison Street
Near Broadway
Agents for
Stacey-Adams Shoes,
Laird & Schober Shoes
Dugan-Hudson Children's Shoes
KNIGHT SHOE CO.
342 MORRISON ST.
Near Broadway
Portland, Oregon

Stylish, Practical Models
in Fall Shoes for men and women. Complete stock of the latest designs. We specialize in real shoe value.
Parents will find our juvenile department the best place to purchase correctly built shoes for children. Personal attention given.
J. & M. Shoes for Men
Staiger's
292 Washington
Bet. Fourth and Fifth

No Profiteering Here
Goodyear Shoe Co.
149 Fourth St.

See Our New Stock of Men's and Ladies' Shoes
Fleishman's SHOES
263 Morrison, Bet. 3d & 4th

One of a Chain of 69 Retail Shoe Stores
BOSTON Sample Shoe Store
129 Fourth Street
Between Washington and Alder
A. G. LADY, Local Manager Opposite Circle Theater

Ground Gripper Shoes
are made of the best leather and by one of the best factories in the country. Will give the best of service and comfort. Carried only at the
Ground Gripper Shoe Store
381½ Washington St.

THE CANTILEVER SHOE
Prevents the Pain of Tired Feet
Portland Agents
McILLHENY, Inc.
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C. H. Baker
Los Angeles
San Francisco
Portland
The largest retailer of shoes west of Chicago.
380 Washington St.
308 Washington St.
270 Washington St.
270 Morrison St.

The Florsheim Shoe Shop
(Reeves Shoe Co.)
350 Washington Street
Near Park

WE SELL
Bergmann's
UNION MADE
High-tops, Loggers and Work Shoes
Royal Shoe Co.
Washington St., Corner Fourth

FALL FOOTWEAR
—We are now showing the season's newest styles in women's, children's and men's shoes. Your inspection invited.

Olds, Wortman & King

Lipman Wolfe & Co.
"Merchandise of Merit Only"
SHOE DEPARTMENT
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