

## BRINGING UP FATHER



## DROP IN PRICES FOR SHOES TO BE FAR IN FUTURE

No Prospect of Cheaper Footwear for Some Time—Spring Model Unquoted.

By WILLIAM R. SANBORN.  
Fifth Chapter.

The fact that shoe manufacturers and leather dealers are predicting a considerable drop in prices, would be more comforting, were they to set the date, and set it early. But they are fencing for time; the drop is to come "some time" but it is likely to be deferred for at least another year.

This is the consensus of opinion of the men who have been quizzed by a Boston grand jury, which was anxious to know why the public is paying \$9 for \$4 shoes, said shoes being headed for \$10 to \$12 by next spring, some dealers tell us. Well, we shall see as to that later.

The largest manufacturers and the best known tanners sat in at that quiz. Were they profiteering? Horrors, no; not now nor never. Their hands were clean and their commercial characters whiter than snow.

Therefore let us wear such shoes as we have and await that better day. Time was when shoes were not only half-soled but retipped and patched like farmers' overalls. But the old-fashioned cobbler, like the old-fashioned repair prices, is now in the discard.

## Prices and Costs.

A. M. Legg, shoe manufacturer of Pontiac, Illinois, enlightens us: "Here is a leather of which I use a great deal. It formerly went into a pair of shoes that retailed at \$4.50. Last November, after the armistice was signed, I paid 36 cents a square foot for it. In January this leather went to 39 cents; in February, 44 cents; in March, 55 cents; April, 74 cents; today, 98 cents.

"I know that retailers are now selling shoes for prices for which they will not be able to replace them, for the latest increase in leather has yet been passed on to the public."

We can readily see that this leather is no longer going into shoes to "replace" at \$4.50." Little wonder that manufacturers feel that an embargo on leather is the only way to save the situation until the commercial world comes to a balance.

## No Prices on Spring Shoes.

Shoemakers are now showing samples of spring models but are not quoting prices, and retailers carrying these lines are placing orders on that basis. They feel that they can safely do this, as they know what the style and quality is to be, and that manufacturers will treat them fairly.

Not all merchants are yet buying, in fact comparatively few have yet placed spring orders; nor are manufacturers at all anxious to contract at specified prices. All are advocating the cutting of orders to actual prospective needs.

Some retailers, however, are "grabbers"; they are trying to buy recklessly to be insured supplies, regardless of price, believing they can get whatever they may ask for next spring and summer footwear. Such buyers are, luckily, in the minority, and prices would tend to even higher levels.

## Shall Retailers Profit?

What has heretofore been the accepted methods of the retail shoe trade, will, if indulged in this fall and winter, amount to rank profiteering. Let us illustrate how this can be done.

In normal times an advance of 60 cents to \$1.50 per dozen pairs was "some advance." Supposing the retailer had a line of shoes to replace, of which he had 100 pairs on hand at date of placing his order, for either immediate or future delivery. The "replacement" cost or value was at once taken into account, and immediately added to the selling price of the stock on hand. At five to 15 cents per pair this amounted to but a trifling increase of profit to the seller, or in cost to the buyer.

But in the present instance the situation should be viewed from an entirely different angle. Suppose, for instance, that the dealer bought shoes for fall delivery at \$5 per pair, before the last three or four advances in leather took place.

Let us premise that the present wholesale price of that same shoe is \$7.50, which is not an extreme as to absolute range in price changes. Adding 35 percent gross profit to the \$5 shoe would make the selling price \$6.75, which, by the way is 75 cents per pair below replacement value.

## Has Chance to Profit.

The question now is: Shall the retailer figure his \$5 shoes on the new replacement level of costs, at once, when his fall shoes come in; or shall he sell at \$6.75 as originally intended?

Shall he await the receipt of his higher cost purchases, before advancing retail prices to their natural future level, or profit from because customer gives him the opportunity?

Here is an instance where the Golden Rule exactly applies. In fact that was the almost unanimous expression of the representative gathering of retail shoe men at St. Louis, during our visit there last week. In this our home merchants, were they present, would have doubtless agreed.

## Washington Theatre This Week



June Caprice, who stars in the film "Oh, Boy," to be shown at the Washington Theatre Sunday, Monday and Tuesday.

## "Operatic Dolls" Feature Murray Bill Next Week

Whitney's Operatic Dolls, novelty act new to vaudeville this season, will be the headline attraction opening at The Murray next Monday afternoon for the first-half. Without a doubt you have seen manikins perform on a miniature stage with their staccato movement of arms and legs. But did you ever see a manikin with a human face? There will be four of them at The Murray next week, and their offering is a novelty in the real sense of this overworked term. To make you laugh, and laugh "right out in meetin'" the management has secured also the services of Fitzgerald and Carroll, "Tramp comedians" who report say have one of the best comedy acts offered to vaudeville this season. These boys have played all the bigtime houses, and no doubt will hit big here in Richmond.

Mizpah Selbin and company who

bills herself as "The Wonder Woman" will complete the vaudeville portion of the show. The exact nature of this act is shrouded in mystery, but we have gleaned enough to know it contains quite a few surprises and no end of comedy.

Peggy Hyland, the popular Fox star, in "Cheating Herself" will be the screen attraction the first-half. One of the featured acts the last-half will be Fennell and Tyson, a man and woman comedy act whose offering is being credited with one of the comedy hits of the season. They just closed a week in Buffalo, and the papers of that city were profuse in their praise of this act. Billy Noble and Miss Jeanne Brooks, a standard Keith act, will also be on the bill the last-half. This act has been absent from vaudeville for the last two seasons owing to the illness of Miss Brooks, and according to a long article in a recent theatrical trades paper, she gives full credit of her return to the stage, and the restoration of her health, to a remarkable demonstration brought about by Christian Science. They have always had a wonderfully clever act, and it is safe to predict they will please the Murray patrons. The big feature act for this half will be announced later, as several are being considered. Billy Rhodes in her latest production "The Love Call" will be the pictorial attraction the last four days.

They agreed to "do their utmost to check the advancing market and to discourage all buying and selling of a speculative character, both among manufacturers and merchants."

They stated that shoes sold in the spring of 1920 "must bring still higher prices, based on the present established prices of leather and labor."

## Dr. Rea Goes to I. U. as English Professor

John Dougan Rea, Ph. D., until recently head of the department of English at Earlham college, has been appointed as professor of English in Indiana university, to succeed Professor C. M. Sembower.

Rea recently resigned from Earlham to accept a professorship in Syracuse university, New York, but gave that up in order to go to the state university.

The girl seeks the man's lonely cabin and in the quarrel which ensues from the surprise of their first encounter, she shoots him. Then, at the peril of her life, she flings herself across the railroad track to summon him for her. The villages are aroused to fury, thanks to the innuendoes of Sophie, and set out to wreak their fury on the woman they declare is an adventuress. From that moment events shape themselves toward a surprising, highly dramatic climax.

For the protection of factory workers a new electric switch is inclosed in a box.

WASHINGTON.  
"Oh, Boy!" which Manager Gruenewald has booked for exhibition at the Washington Theatre on Sunday, Monday and Tuesday, is said to represent the only really successful attempt ever made to translate to the screen the complete story of a modern, up-to-date "girlie-girlie" musical comedy hit. For from start to finish, "Oh, Boy!" is just one succession of laughter-provoking, ridiculous, farcical situations, yet maintaining the romantic story of the original musical comedy production.

The film version of "Oh, Boy!" is the stage version picturized, the only variations made being those which were absolutely necessary and incident to the translation from stage to screen. All of the wit, humor and farce-comedy of the regular production has been retained in the film presentation, augmented by the fact that whereas the stage play was confined to two scenes only, the broader scope of the cinematograph has permitted a wealth of magnificent settings.

Car service on the Terre Haute, Indianapolis and Eastern traction line was halted Saturday afternoon by a local strike in the power house at Cumberland, near Indianapolis. The cause of the strike was not learned here. Service might be resumed before night, it was said here, if the difficulties at Cumberland were straightened out.

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THE ORIGINAL  
MALT MILK  
Avoid Imitations & Substitutes

all cars on the road were to be stopped as soon as possible.

A car which left here at 11:40 o'clock for Indianapolis was held up at the barns. Up to that time cars ran regularly in and out of Richmond.

Service might be resumed before night, it was said here, if the difficulties at Cumberland were straightened out.

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—Feature Act to be Announced Later—



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## 'Three Men and a Girl'

What's biting those fellows, anyhow? Certainly the girl is pretty enough! Well—you see, these three woman-haters have fled to the depths of the Maine Woods, just to escape the other sex, and—? No use, men, no use!

Also a Billy West Comedy, "ONE NIGHT ONLY"



## 'Three Men and a Girl'

## Short Synopsis

Off by their lonesome in a backwoods camp, three handsome bachelors. Hiding from the "hated" fair sex! All's fine till one night they discover the loveliest girl asleep on their divan. Come and see the fun!

Price 15c and 25c

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Vivian Martin is the kind of a girl that makes you want to stay for the second show.

Frank Keenan in  
"GATES OF BRASS"

When "Jim Blake," shell-game expert, realized that "the bigger the game the easier," he forsook the county fairs and trod the paths of "high finance," but although his financial schemes succeeded beyond his wildest expectations—