



**"ROYAL-STAG"**

Regd. No. 538525

**GUARANTEED  
WATERPROOF**

MADE BY

**MOUNTS FACTORY CO. LTD., NORTHAMPTON**

GOVERNING DIRECTORS: W. PARKER  
A. D. TEARL

ESTABLISHED  
1857

PHONE: 4596-7  
GRAMS: CAW

*"Royal Stag"*

NORTHAMPTON'S FINEST FOOTWEAR

Stocked by High-class Retailers



Tan Zug Grain,  
Double Upper  
Veldtschoen



**PETTITS**

**CHROME TANNERS**

of

**"MARINA"**

**LEATHERS**

**PETTIT & SONS (NORTHAMPTON) LTD., NORTHAMPTON**

Telephone: Northampton 31837 & 31838

# art or craft?

Shoe-making at its best is both . . . as witness these superb Brogue Shoes, as an example of art-and-craftsmanship that does credit to Manfield, and every man who wears them. Obtainable in fittings from 69/9.



# Manfield

MAKERS OF FINE SHOES

14 THE DRAPERY NORTHAMPTON



## English Craftsmanship

THE high prestige of English Men's Shoes in the markets of the world is the result of undeviating adherence to the most exacting standards of quality and workmanship.

In the finest stores of the United States of America, Canada, Australia, the West Indies and wherever men's good shoes are sold, the products of the House of Wilson & Watson worthily play their part in the maintenance of this great tradition of quality and craftsmanship.

# Wilson & Watson Ltd

Avondale Works · KETTERING · Northamptonshire · England

This photograph (actual size) is of a model shoe made by the Second Generation of the "Tricker" family just 100 years ago when seven years of age.



Our shoes are sold in many parts of the U.S.A., Canada, Mexico and Australia.

# Tricker's

ST. MICHAEL'S ROAD  
NORTHAMPTON

67 Jermyn Street  
Piccadilly  
London, S.W.1

4 Old Jewry  
Cheapside  
London, E.C.2

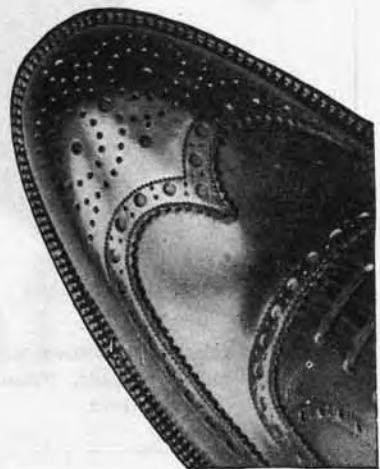
His Son and two Grandsons are now carrying on the Shoe-making skill so excellently portrayed by this model.





# SP Dolcis

for men



# NORTHAMPTON MACHINERY Co. LTD.

BALFOUR ROAD  
NORTHAMPTON  
ENGLAND

OVER 50 YEARS EXPERIENCE IN THE MANUFACTURE OF  
MACHINERY FOR THE CABLE-MAKING, BOOT AND SHOE  
AND FANCY LEATHER GOODS INDUSTRIES

## Shoes

For Country Wear,  
Shooting and Golf...

at

### RANDALL'S

68 Piccadilly, London, W.1  
8 & 9 Grand Hotel Bldgs.,  
Trafalgar Square, London,  
W.C.2

171 Regent Street, London,  
W.1

89 Old Broad St., London,  
E.C.2

56 The Promenade,  
Cheltenham

43 The Drapery,  
Northampton



VELDTSCHOEN  
WATERPROOF

# Edward C. Cook & Co. (Northampton) Ltd.

*Manufacturing Specialists of*

LEATHER FINISHES, SHOE FINDINGS & POLISHES  
AND  
FINE CHEMICALS

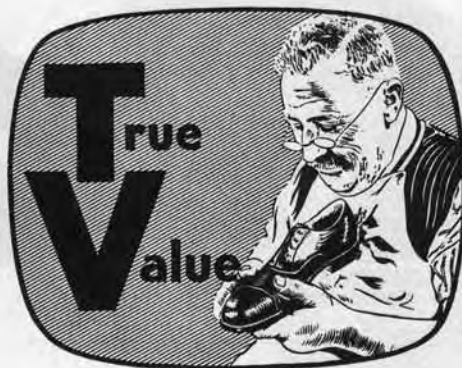
Overstone Road, NORTHAMPTON

## **True-Form** *Shoes*



*The Best Value in 1891  
and still the Best Value to-day*

IT'S THE QUALITY OF  
LEATHER THAT TELLS







*George Webb*

& SONS (NORTHAMPTON) LTD.

Makers of "Mentone" and "Savile Row" Footwear

Exporters to all Overseas Markets

All enquiries for Footwear and Employment to  
Mentone Works, Brockton Street, Northampton

Branch Factories - - Black Lion Works, Northampton  
Walgrave, Northampton. Bridgend, Glamorgan, South Wales

## LOTUS WORLD-FAMOUS WELTED VELDTSCHOEN

*Guaranteed Waterproof*

*Made by*

LOTUS LTD  
NORTHAMPTON





*The Queen Shoe*  
ROYAL QUALITY

in name, quality and style

*Queen* SHOES

hold the premier position in Ladies' Footwear

JOHN BRANCH LTD., NORTHAMPTON

C. & E. LEWIS LTD.

ST. JAMES, NORTHAMPTON, ENGLAND

*Makers of Fine Shoes for Men and Women since 1879*



TELEPHONE:  
NORTHAMPTON 4887 (4 lines)

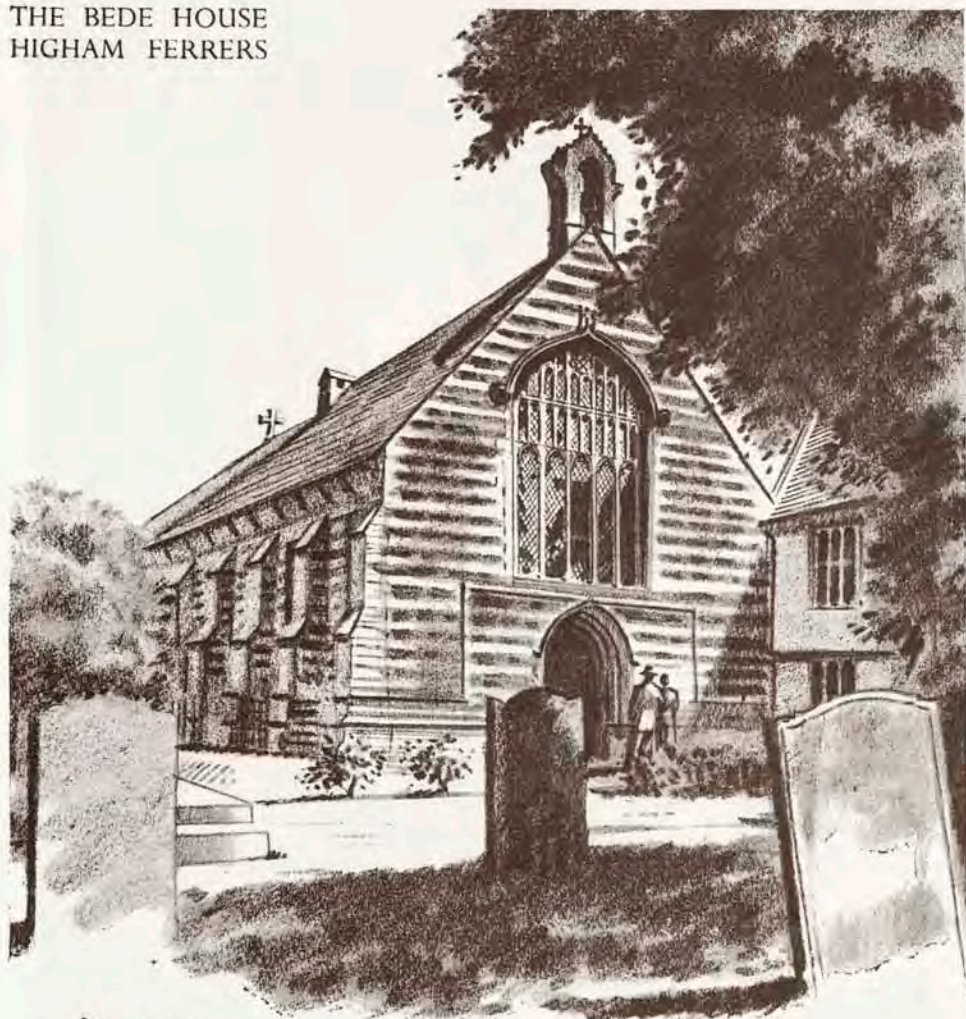
TELEGRAMS & CABLES:  
PROGRESSIVE, NORTHAMPTON





RUSHTON HALL, 1954

THE BEDE HOUSE  
HIGHAM FERRERS



**In 1422...** Archbishop Henry Chichele founded in his native HIGHAM FERRERS the famous BEDE HOUSE (Anglo-Saxon "bidden" to pray). Gone are the days when 12 poor men and one woman lived in the Bede House. But each Bedesman still receives a penny a day pension, certain clothes and other privileges. And on St. Thomas' Day they still attend the distribution of alms.

*But following on the 700 years of ancient Higham Ferrers tradition is the twentieth century, as symbolised by John White Footwear Ltd., whose headquarters are only a hundred paces from the Bede House. This world-famous organisation was founded by Mr. John White, himself an Honorary Freeman and former Mayor of Northamptonshire's oldest Borough: Higham Ferrers.*

