

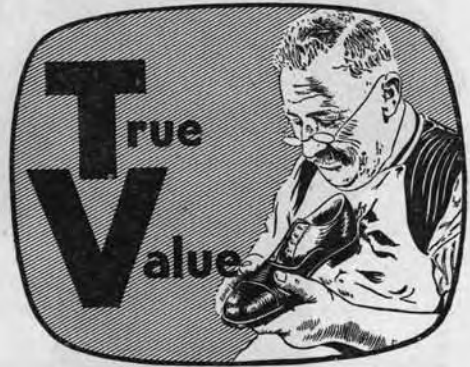
**in men's shoes too  
the styling's  
distinctively Dolcis**

# True-Form Shoes



THE TRUE TEST IS  
ON YOUR FEET

IT'S THE QUALITY OF  
LEATHER THAT TELLS



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

*Manufacturing Specialists of*

LEATHER FINISHES, SHOE FINDINGS AND POLISHES  
AND  
FINE CHEMICALS

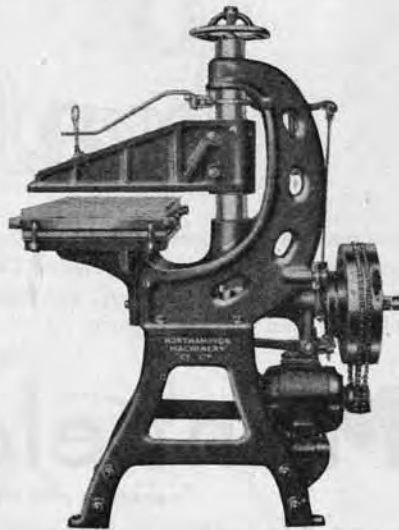
Overstone Road

• NORTHAMPTON

# Northampton Machinery Co. Ltd.

*Over 50 years experience  
in the manufacture of  
Machinery for the Footwear  
and Fancy Leather Goods  
Industries*

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**Balfour Road · Northampton**



## English Craftsmanship

**T**HE 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

# art or craft?

Shoe-making at its best is both ... as witness these superb Brogues, an example of art-and-craftsmanship that does credit to Manfield, and every man who wears them.

## Manfield

MAKERS OF FINE SHOES

14 THE DRAPERY NORTHAMPTON

BRANCHES IN LARGE TOWNS THROUGHOUT THE COUNTRY



Established  
1857

REG. NO. 558525

## Royal Stag



Stocked by all  
leading retailers

For nearly 100 years this name has stood for all that is best in good shoemaking.

Established in 1857 we claim to be in the front rank in producing NORTHAMPTON'S FINEST

FOOTWEAR

### MOUNTS FACTORY CO. LTD., NORTHAMPTON

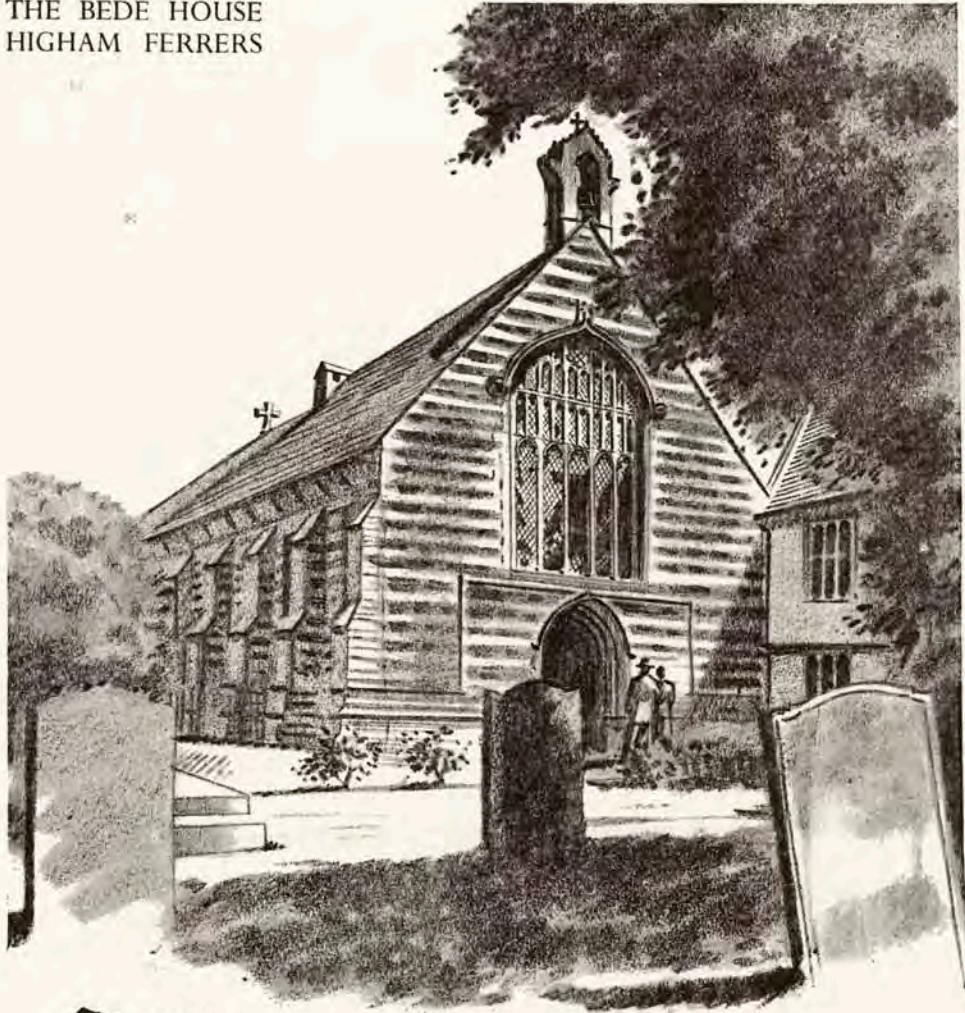
GOVERNING DIRECTORS: W. PARKER  
A. D. TEARL

PHONE 4596/7  
GRAMS "CAW"





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.*

