

# The Whole Story

about

## Walk-Over Moving Pictures



Being eight pages from the October 1911 number of Walk-Over Shoe Picture

## WALK-OVER SHOE PRINTS

## WALK-OVER MOVING PICTURES



WHEN we first announced our plan of exhibiting the "Walk-Over" moving pictures, we knew that it would prove a popular move, but we had no idea that there would be such an instantaneous and almost unanimous demand from our dealers for an opportunity to show them. Hardly had the announcement been made before letters began to reach this office, in some cases requesting further information, and in many instances telling us that the writer had made arrangements with the local theatre manager and desired us to send the pictures on at once.

The demand has been so great that on two separate occasions we have ordered additional films. We now have twelve.

It is very plain that it would not be practical to order any more films, not only on account of the cost of the films themselves, which is no small item, but because the extra clerical assistance required in attending to the vast amount of detail, seeing that the films reached their several destinations at the times specified, and the necessary correspondence which would result, would require the services of a special office force whose sole duty it would be to have this particular feature in charge. This is, of course, impossible. As it is, however, this moving picture proposition has materially increased the work of the Publicity Department. But, you say, "That doesn't

help me, the local 'Walk-Over' dealer, who wants the pictures and wants them now.' Perhaps not, but it explains the situation a little and serves to show you, we hope, that the fact that you have not had the opportunity to show the pictures is not our fault.

Some "Walk-Over" dealers who wanted the films at once have not received them but those who have been disappointed must remember that with five thousand and more dealers in this country alone, we are in receipt of a very large correspondence during the course of the day, and even a day's delay on your part may have meant that a dealer who lived in a city where the theatre manager is quick to see a profitable opportunity



Operatives Leaving Factories

was entitled to and received first consideration.

Another thing to be remembered is that we were unable to get this plan working satisfactorily before the middle of March, and the season was, therefore, very short. We make this statement as an explanation not as an excuse.

Now it is Fall, a whole season of activity is before us and we can plan these events a long time ahead. From the experience we have obtained from handling this proposition, the past few months, we are going to offer "Walk-Over" dealers the following suggestions:

First, Don't write us and say, "We have made satisfactory arrangements with our

## WALK-OVER SHOE PRINTS



Cutting



Stitching



Pulling Over



Lasting

local theatre. Send the films right along." We cannot do it. If you have any special date when you want the pictures, let us know about it as far ahead as possible, and wherever we can, we will comply with your request.

Second; Read carefully *all* our correspondence and instructions, and answer as soon as you possibly can. This is one of the most important requirements, as it is necessary for us to keep in constant touch with all the films all the time.

Third; Remember that a strict compliance with our route plans is necessary. Perhaps the pictures are making a great hit in your town (they do everywhere) and perhaps you are tempted to keep them another week, our instructions to the contrary notwithstanding, remember, then, that that particular film which you now have in your possession, was promised weeks and perhaps months ago to the next dealer on the list for next week and to the next dealer after him for the week after, and so on. Every dealer has advertised the pictures for his specified date. They don't arrive then but a week later, thus confusing every dealer on that circuit and changing every date. What is the result?—The people of each town, the dealer's present and prospective customers, lose faith in his statements and, naturally and logically, in "Walk-Over" shoes. The dealer equally naturally blames us, when in reality it wasn't our fault even in the slightest degree. As a consequence a splendid advertising proposition which was inaugurated at heavy expense to help "Walk-Over" dealers, and through them the Geo. E. Keith Company, instead of proving a source of profit is, on the contrary, the cause of a loss, and all because one dealer was a little selfish.

Lastly, and most important of all, bear in mind at all times that we are working for your interest; we want to help our business, and this is dependent upon our dealers' success. That is the reason we had the

pictures taken. Therefore, be patient, realizing that whatever we do, is done for the best interest of this great "Walk-Over" industry which every "Walk-Over" dealer and every "Walk-Over" employee has so near his heart.

We have received very enthusiastic letters from nearly everybody who has had an opportunity to show these pictures. We quote some of them herewith:

Our dealer in Concord, N. H. when he received the film wrote as follows: "The film for 'Walk-Over' display was received O. K. and run off last night on trial and proved fine. The film was the most steady of any I ever saw and so said the manager of the theatre."

Afterwards, he wrote again as follows: "The attendance here in the Concord Opera House was very large. The second night was obliged early in the evening to stop any more admissions on account of an overcrowded house. Many thanks."

From Cleveland, Ohio, we received the following: "I am sorry to be so slow in acknowledging receipt of the film. It is GREAT!!!"

The Walk-Over Shoe Co., New Haven, Conn. wrote, while the pictures were being shown, as follows: "There is no question but what it will do us a lot of good. They will be shown to no less than 20,000 people and many of them are talking about them. The attraction is such that they cannot accommodate the crowds."

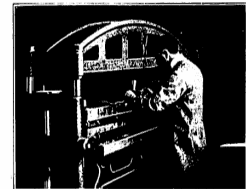
The Walk-Over Boot Shop, Englewood, N. J. said "The film was shown with great success."

Walk-Over Boot Shop, Chillicothe, O. sent us this: "This week has been a notable one for the 'Walk-Over' shoe in the matter of successful advertising. In the Dreamland Theatre crowds have come to see the 'Walk-Over' factory in operation as per illustrations in moving pictures and an announcer was stationed in the gallery to enlighten the audience as to the work being

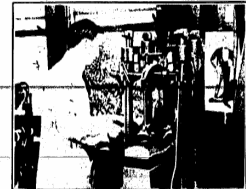
## WALK-OVER SHOE PRINTS



Wetting



Sole Cutting



Sole Laying

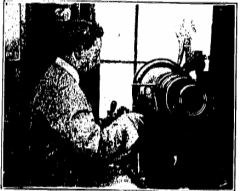


Rough Rounding

## WALK-OVER SHOE PRINTS



Leveling



Goodyear Stitching



Heeling



Edge Trimming

done by each machine and he also gave a history of the Geo. E. Keith Co. together with a big adv. in conjunction for us."

Walk-Over Boot Shop, Wapakoneta, O., wrote us as follows: "It has been great and no less than 10,000 people will see it. I am well pleased."

The "Walk-Over" dealer in Crookston, Minn., says: "The film was a success and feel that it has done us a great deal of good. We thank you very much for the use of same."

From Monessen, Pa., comes the following: "We have had very favorable comments on the showing of the factory and I know it will be productive of good results. All our competitors have congratulated us in securing the advertisement and speak in high praise of it. The smile of Miss Mahoney is contagious and always brings forth a ripple of mirth while the way which Mr. Keith examines the leather makes an impression. Thanking you for your co-operation in this advertising work, we are."

After the pictures were shown in So. Bend, Ind., the Walk-Over Boot Shop of that city wrote the following: "We showed the film to 20,000 in the Olympia Theatre. They make a very good advertisement and will do us a lot of good. Thanking you for being kind enough to let us have them here, we are."

The proprietor of the Walk-Over Boot Shop, Wheeling, W. Va., says: "I am well pleased with the 'Walk-Over' pictures. I had many favorable comments on same and believe it did me a lot of good. I am in hopes of having it again in the Fall. Thanking you for the use of same, I am."

From the Walk-Over Boot Shop, Mansfield, O., we received the following: "The pictures were shown to good audiences twice a day. Think it was a good adv. and that it increased our business for Saturday and will feel its effect for some time."

The "Walk-Over" dealers in Elkton, W.

(20)

Va., says: "As instructed by you we have forwarded the 'Walk-Over' film, which we have used to good advantage in advertising the now famous 'Walk-Over'."

From the "Walk-Over" dealer in Alliance, O., "We received a great many comments on the film and know it has given us a big boost. Thanking you for the same and hoping that all other 'Walk-Over' dealers receive the same gratifying results, we remain."

In order that there may be no confusion or misunderstanding we state our proposition regarding the moving pictures here: If you can make satisfactory arrangements with the manager of the local moving picture theatre, we will send you, without expense either to you or the theatre manager, a film showing the different processes of shoemaking as carried on in the "Walk-Over" plant, the largest fine shoe plant in the world. These pictures are the finest that can be produced, having been taken by a corps of expert workmen sent to our plant by the Edison Mfg. Co. of New York. Special lights and the latest and most modern appliances were used and no effort or expense was spared to make the pictures a success in every particular. In view of the heavy expense to which we have already been put, we cannot make our dealers any allowance to assist them in advertising or exhibiting these pictures. This is a rule that we cannot change under any circumstances. We are glad to furnish copy for advertising these pictures and to offer suggestions and advice for the benefit of our dealers.

The pictures have proven a great attraction wherever shown and it will not be necessary to pay the theatre manager anything for showing them.

The seventeen illustrations which accompany this article are made from the same negatives as the moving pictures. They show the nature of the pictures very clearly.

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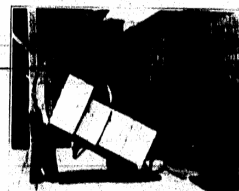
Tracing



Inspecting



Packing



Shipping

(21)

## WALK-OVER SHOE PRINTS

## SOME LETTERS REGARDING MOVING PICTURES

In addition to the letters quoted on another page we have received many others from "Walk-Over" dealers expressing their appreciation of the moving pictures. In order that you may know how other "Walk-Over" dealers regard this proposition we print some of them here.

While the pictures were being shown in Lansing, Mich., our dealers wrote as follows: "We are having splendid results from the moving pictures. We are hearing from them every day. We are sending just a few papers with some of the ads. used during that time. We did a lot of advertising, such as billing the town, etc. and the manager of the Bijou Theatre advertised it on the posters, etc. We never had such good results from advertising as we have had from the pictures and would like them again sometime in the near future if we can have them."

The Walk-Over Boot Shop, Newark, Ohio, say:

"We are mailing you copy of paper with ad. of moving pictures. We think it was a big advertisement of the shoe and help to our store. The manager of the theatre was much pleased with the pictures; very clear views."

The Walk-Over Boot Shop, Manchester, N. H., sent the following:

"We are returning by Am. Ex. today the W. O. film. This was used in local theatre, Monday, Tuesday, Friday and Saturday of last week. The consensus of opinion seems to be that it was the best lot of advertising ever used in the city. The direct results will probably be hard to estimate, but certainly the full houses which witnessed each performance carried away an impression in regard to the making of 'Walk-Over' shoes. We wish to thank you for the favor of the past week and trust it will be as well received everywhere as in Manchester."

This is from our dealer in Grove City, Pa.: "I received the film and showed it in Grove City six nights. I think there are very few people here that did not see the pictures and I am sure there are none who did not

hear of it. The pictures are certainly one of the best advertisements that has been put out by any shoe firm. I have already had good results from it."

From Plain City, Ohio, comes this:

"We have mailed you under separate cover copy of our home paper containing ad. Also can say that the show was a success in every particular, in spite of the inclement weather that we have been having this week. Also consider it one of the best ads. we have ever had."

From out in Oconto, Wis. comes this letter:

"The film caused much comment here and was most interesting. I was told by the theatre people that many went the second night to see it again. I think it must bring results though of course, it is impossible to know exactly how much good it has done, but I expect results for a long time to come. I think it is something people will remember more than an ordinary ad."

The Napoleon, Ohio, Walk-Over dealer writes:

"We have shown the 'Walk-Over' moving pictures to good audiences. These pictures were well and favorably received by those who saw them. These pictures are good advertisements for the 'Walk-Over' shoe. They are the means of a lot of 'Walk-Over' talk. Thanking you for the use of the moving picture film and other favors, we beg to remain."

The Walk-Over Boot Shop, Saginaw, Mich., wrote as follows:

"In regard to the results from the advertising we had from this film well say, we consider it the best ad. of any kind we have ever seen. It was shown last week at the Bijou Theatre at 21 performances being seen by over nine thousand people. Since then we have had customer after customer remark about this picture film. Mr. Ross, the manager of the Bijou Theatre, stated that it was one of the clearest films he had ever seen and considered it a great success."

The Walk-Over Shoe Co., Toledo, Ohio,

sent this:

"We think the whole thing is grand and the writer overheard two young ladies exclaim: 'Isn't that wonderful' and 'That must be a big factory, look at the people pour out.' We feel that the exhibition will do 'Walk-Over' dealers lots of good and wish to thank you for the favor just at this opportune time."

Here is what the Walk-Over Shoe Store, Dover, N. H., say:

"The pictures were shown here last week and we must say excited considerable talk. It seemed to be in the air. 'Walk-Over' - people everywhere talking about the pictures. There were crowded houses every night at the theatre and should certainly impress upon the people's minds the goods and the store. We advertised it extensively and feel that it did us a great deal of good."

The Walk-Over Boot Shop, Danvers, Pa., sent us this report:

"The moving pictures were run at the Star Theatre all of last week as previously arranged. They seemed to take well and had many compliments passed on this style of advertisement. We consider this the best ad. you have ever put out as every person in our city must have seen the pictures and with the trademark impressed on their minds it must have a lasting effect for our mutual good. Thanking you for the consideration."

The Walk-Over Shop, Chattanooga, Tenn., made this report:

"We ran this film at one of the best show houses in the city and advertised it extensively and were very much pleased with the advertising derived from it."

This is from our dealer in Ocosso, Mich.:

"We were very much pleased with the 'Walk-Over' moving picture film we had last week. We had a slide of our store which we ran in connection with it. We feel that it's bound to make 'Walk-Over's' stronger in Ocosso."

Here is what our dealer in Seaboard, Del., writes:

"We returned film to you yesterday by express, prepaid. They were run here eight nights and we think them the best of ads. Thanking you for them we remain"

## WALK-OVER SHOE PRINTS

From the Walk-Over Boot Shop, La Porte, Ind., we received this:

"I wish to thank you for the interest you have taken in me in shipping this film, as it was the best advertisement I could get for the occasion, having been able to exhibit it before at least seven or eight thousand people. I have been complimented on it on all sides, and also have had people come into the store who wished to see the 'Walk-Over' shoe, who would never have come in had I not had the opportunity of presenting this picture."

The Walk-Over Boot Shop, Kokomo, Ind., have this to say:

"I am very glad to report that the 'Walk-Over' moving pictures at the Sipe Theatre last week were a big hit and the most interesting of its kind that has been on exhibition here for several seasons past. While the Sipe had a splendid vaudeville all the week the 'Walk-Over Shop' as many called it - was certainly a drawing card for the show people and filled the 4000 seats night after night. We had many appreciative comments by our best people who went purposely to see the reproduction of the famous 'Walk-Over' shoe factory. Many traveling shoe men came here to see the picture and all spoke in glowing terms of it, especially as an educator. We sent it yesterday to Philip E. Netterville, Watseka, Ill. Thanking you for this and many other favors."

From our dealer in Pontiac, Ill., we received the following:

"We are pleased to report that the 'Walk-Over' moving picture show was a complete success. We had good crowds at every performance and think we will receive much benefit from these exhibitions. Everyone who saw the pictures was highly pleased with them and we wish to thank you for the use of same."

Our dealers in Columbus, Miss., wrote as follows:

"We are this day sending to Ottavall Bros., Chattanooga, Miss., moving picture film No. 1, that we had showing last week at our park and which was witnessed by at least 5000 people. It is indeed a high class ad. and many people came to us and expressed their appreciation of same."

These letters, in our dealers' own language, tell the whole story.

## WALK-OVER SHOE PRINTS

## "HOW SHOES ARE MADE"

The above is the headline of an article which appeared in the Decatur, (Ind.) Daily Times under date of June 25, 1908.

The account is so readable and interesting that we are republishing it here in full for the benefit of those of our dealers who wish more detailed information concerning the moving pictures. Together with the illustrations and letters published on the preceding pages this description of the pictures will answer any questions that may arise regarding the character of this film.

We would suggest that this article, either in part or as a whole, could be used to good advantage by every dealer who has the films

with other interesting ones on the aforementioned evenings. The first view shown is a panoramic view of the many factory buildings stretching over many acres of ground. Then we enter with a guide, and are first shown the interesting process of cutting the leather for the 'uppers,' in which many men are employed. The next room shows the many employees stitching the tops to the vamps, then comes the pulling of the 'uppers' over the last, the 'lasting' or shaping of the shoe, the 'stitching on welt,' the cutting of the out-soles, and so on and on to the 'heeling' and finishing. All this is shown in detail, and all the many and intricate machines used in cutting, shaping and finishing the shoe. The inspecting and packing rooms are interesting. Here expert judges look each piece over carefully, and pass upon its merits before the goods are given to the public. From the inspectors, the shoes go to the packers, who with lightning-like rapidity put them neatly in boxes ready to be sent to the wearer. It is remarkable that the shoes must pass through so many hands before they reach our feet.

"Have you ever wondered how a shoe is made? Nine cases out of ten you haven't! It's just another case of the commonplace

'Familiarity breeds contempt' you know. When we were kids, we thought jolly well of a pair of shoes as long as the 'squeak' lasted, or as long as the hoot-tops kept their shiny red, or as long as they kept the 'stickers' from hurting our feet or the cold from stinging our toes. When one grew older we thought of them when they pinched our favorite corn or 'pinched' our pocket-book shoeing so many of the little ones but that is as far as our thoughts went.

"Now, if you want to know the history of a shoe is an interesting one. A visit to a shoe factory will prove this and carry you through a story as interesting as the ones that begin 'Once upon a time' and end with 'They lived happily ever after.' And this is just what all of us can do, visit a shoe factory, for on next Saturday afternoon and evening, June 27, and on Wednesday, July 1, and Saturday, July 4, the great 'Huck-Fire' shoe factory, of Brockton, Mass., will be shown at the Crystal theatre. This has been arranged by F. B. Tamm, the progressive shoe dealer of this city, and aid it by the famous 'Huck-Fire' shoe who has secured the film which will be displayed

The closing view of the film shows the closing hour of the factory, with literally thousands of employees leaving their work and hastening away through the streets to their homes. The great out-pouring resembles nothing so much as the crowds that used to throng Decatur at the time of the old-fashioned circus or the Fourth of July celebration. Taking all in all this film is one of the best ever shown in this city and all who desire to see an instructive and interesting show should 'Walk Over' to the Crystal theatre and see the 'Huck-Fire' shoe factory on Saturday afternoon and evening, June 27, Wednesday, July 1, and Saturday, July 4. Then when you have seen the interesting process of the making, go to the Tamm Shoe Store, and see the product in reality, the ideal 'Huck-Fire' shoe, on display there."

**T**HE illustration on the cover shows the window card that we send our dealers to advertise the moving pictures. It is 15x18 inches. There is plenty of space to print the date and place of exhibition. The colors are the same as those on the cover.

