

**REPORT ON LEATHER AND  
BOOTS AND SHOES  
IN EUROPEAN MARKETS,  
DECEMBER 9, 1907**

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Report on leather and boots and shoes in European Markets, december 9, 1907 by Arthur B. Butman

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**ARTHUR B. BUTMAN**

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BOOTS AND SHOES  
IN EUROPEAN MARKETS,  
DECEMBER 9, 1907**



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60TH CONGRESS }  
1st Session }

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{ DOCUMENT  
No. 79

*Special Agent's James H.*

**REPORT ON  
LEATHER AND BOOTS AND SHOES  
IN EUROPEAN MARKETS**

By

**ARTHUR B. BUTMAN**

Special Agent of the Department of Commerce and Labor

TO WHICH ARE ADDED REPORTS FROM CONSULAR  
OFFICERS IN VARIOUS COUNTRIES, REPRINTED  
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DECEMBER 9, 1907

Referred to the Committee on Commerce and ordered to be printed

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DEPARTMENT OF COMMERCE AND LABOR,  
OFFICE OF THE SECRETARY,

*Washington, December 5, 1907.*

SIR: I have the honor to transmit herewith report of Special Agent Arthur B. Butman on "Leather and boots and shoes in European markets," in compliance with the act making appropriations for the legislative, executive, and judicial expenses of the Government for the fiscal year ended June 30, 1907, approved June 22, 1906, which directs that results of investigations by special agents to inquire into trade conditions abroad shall be communicated to Congress.

Respectfully,

OSCAR S. STRAUS,  
*Secretary.*

The PRESIDENT OF THE SENATE.

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## LETTER OF SUBMITTAL.

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BROCKTON, MASS., *June 15, 1907.*

SIR: I have the honor to submit herewith a report on the leather and boot and shoe industries of the principal countries of western Europe. My investigations, covering a period of several months, extended over England, Belgium, the Netherlands, France, Italy, Switzerland, Austria-Hungary, and Germany. Market conditions in these countries were investigated with special regard to importations and sales of leather and its manufactures from the United States. The estimation in which American boots and shoes are popularly regarded is briefly described and suggestions offered for enlarging our European sales.

Respectfully,

ARTHUR B. BUTMAN,

*Special Agent of the Department of Commerce and Labor.*

To Hon. OSCAR S. STRAUS,

*Secretary of Commerce and Labor.*



## INTRODUCTION.

The investigations upon which is based a review of the leather and boot and shoe industries in Europe, as briefly set forth in the accompanying report, had as its principal objects the obtaining of an intimate knowledge of existing industrial conditions in their bearing on trade conditions in our own country, together with a like knowledge of existing difficulties to this trade and the making of suggestions for remedying the same.

Leading American shoe manufacturers are now seeking foreign markets for their products in the representative cities of the world, and that they are meeting with some success is evidenced by the fact that already they are sending their shoes to 60 different countries; but the question which must interest every one of them is: Are they doing all that might be done to enlarge their export business? It is a fact that many things hinder the advance of this trade; among them the difficulties incident to the refusal of our exporters to grant such terms of credit as are allowed by competitors in the various countries where it is desired to introduce goods; slow delivery of goods; careless packing; failure to furnish the exact kind and quality of goods promised, which includes lack of attention to details and a not infrequent disregard of the especial needs and tastes of the various localities.

Another important difficulty and one that should receive prompt attention is the very general imitation by European manufacturers of the American shoe and its advertisement under terms often so misleading as to give the impression that the product is of American manufacture. As a safeguard against this counterfeiting, as well as the flooding of the markets with inferior goods purporting to be of first value, it is suggested that American trade-marks be registered in each country into which our shoes are introduced and that all footwear be stamped not only with the words "Made in the United States of America," but also with the name and address of the local foreign dealer and the price in the various moneys of the principal European countries; that is, if the shoe is to be sold in France, the retail selling price should be stamped on the sole in francs; if in Italy, in lire, etc. The importance of such action can not be too strongly urged. It is desired to bring this fact of imitation before the American shoe manufacturer as it exists, in the hope that it will in no way lessen, but rather stimulate his efforts for further sales of genuine American-made goods.