

Corona Company Pioneers Boot Market Outlook for '65: High, Slim, Handsome

No longer does winter mean galoshes for Canadian women. Those cumbersome, sloppy over-boots have been replaced by trim, feminine winter boots that are even warmer and more practical.

And the pioneers in the winter boots field are right here in Acton—Corona Shoe Company! Corona boots in the past couple of years have trod snowy streets all across Canada, have been copied abroad and are now invading the U.S. market.

This past year, nearly 35,000 pairs of the chic boots, from ankle huggers to knee-high Wellingtons, were sold by the company. Orders for next year are almost that high already.

Started Slowly
Corona introduced winter boots several years ago, but the market was slim.

Smart women were still tugging on black zippered overboots or getting wet ankles in loose galoshes. At first, the boots didn't catch on. But in the last two years, they've taken fashion's fancy—and they're everywhere. Last fall, girls could hardly wait for cool weather to get into their eye-catching footwear.

The original boot Corona pushed was a "Cossack". Two years ago, about 5,000 pairs changed hands. By 1963-64, the season just over, the demand had multiplied by seven and the outlook for next winter is even bootier.

Corona factory representatives are placing orders now for next year. They have the smartest set of samples yet. There are currently 30 styles in several colors. One of the most popular has been a black or brown boot with a trim stacked heel, mid-calf height, shearing lined with a fur cuff to fold down if you fancy.

Mid-Thigh, Madame?
Some of the most extreme styles include two colors (grey and cranberry), entire boots of fur, knee high white and red boots. One that didn't exactly sell like hot cakes was a \$35 boot that pulled up... and on up...

to mid-thigh. Special outfits had been designed of suede for stunning young models to wear with these boots. But the Corona factory wasn't surprised they were not swamped with orders for that one.

The boots that come from the machines of the 40-odd employees at the bright, roomy plant in the former Wool Combing building are tops in their field, famous in the business all across Canada. There are six representatives—two in Toronto, two out West and one in the Maritimes—and boots are being sold in the middle west in the States, too. Opportunity to export to Europe hasn't been taken up.

Who gets the ideas for the

boots? Attractive, dark-eyed Mrs. Bill Mariscak collects pictures, reads European magazines and dreams them up. She was in the dress designing business before she came to Canada. Her husband is plant superintendent.

Of course, Corona turns out other quality products as well in the 12,000 square foot area—children's and adults' slippers and very attractive casual summer shoes.

Mrs. Mariscak picks up her ideas wherever she finds them but always changes styles so Corona's products are absolutely original. Her patterns—so new and smart in Canada—have been copied in Europe now.

Corona Shoe Company was founded in 1952, building up

its reputation from a building at the farm home of company president Eugene Braida. A year ago, they moved to the Wool Combing building. Directors of the company are Norman and Nino Braida. Bill Mariscak and Ray Arbie. Mr. Arbie is general manager.

From February to May, the machinery whirs over summer shoes, but in May, the switchover begins to boots which have to be stock-piled for next winter.

Sole leather, upper leather and special leathers such as mock alligator, for these boots come mainly from a sister industry in Acton, Beardmore and Co. One of the latest developments is "pigskin", a soft suede finish which is also being used for smart, casual hats just recently.

Corona shoes are sold at high grade shoe stores, including Eaton's and Simpson's, the Shoe House in Guelph, and Bartlett's in Brampton. The popular blue, red or black curling boots and some lines have been available at Benson's store in town.

Corona Shoe is one of the biggest boot manufacturers in Canada today, its foundation the skill and knowledge of the Mariscaks and help of the Acton backers. Mr. Mariscak's factory in Czechoslovakia was taken over by Communists.

A few of the 40 employees have been with the company since it began here—Mrs. Dorothy Cunningham, Mrs. Dalry Kingstott, Mrs. Chris Swackhamer, Mrs. Emmy Macke and Mrs. Phyllis Heatley.

Doubts Dispelled
Five years ago, there was some doubt at Corona's how boots would go. Could leather products replace rubber? Would a boot replace the galosh that pulled on over the shoe?

It took a few years, but the answer has come through loud and clear: women want boots and what's more, they want winter footwear that can be downright pretty. High boots are high style; next year we'll see even more, even higher!

March 25th. Mr. Robinson was the caller and Mr. Hall distributed the prizes.

Twenty games were played and 21 prizes awarded. Three of these prizes were won by Mrs. B. Harten and two each by Mrs. G. Harrow, Mrs. A. Cumming, Mrs. A. Hill, Miss B. Richardson and Messrs. E. King and J. MacLaren. One prize was won by each of the following: Mrs. L. Pyverdell, Mrs. E. Flaxman, Misses E. Sutton and M. Thompson and Messrs. J. Kozak and J. Sullivan.

During their weekly visit on Thursday night, March 26, the members of the Brampton Corps of the Salvation Army left a copy of the Easter War Cry and an Easter egg for each resident.

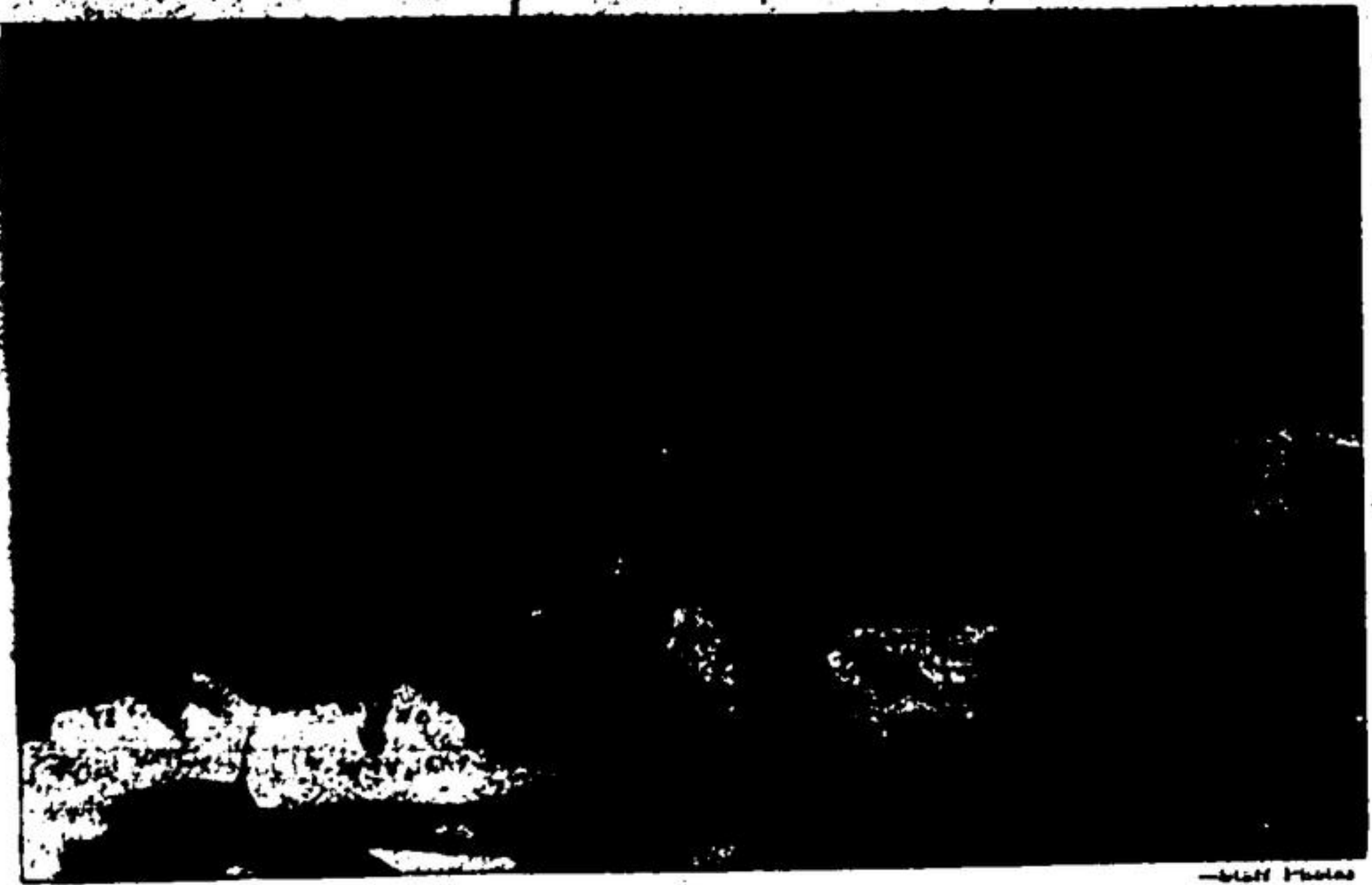
A lovely vocal selection, "Where'er You Walk by Handel," sung by eight young girls was a very rewarding feature of the Palm Sunday Church service in the chapel of the Manor on Sunday afternoon, March 22. The girls were members of the Intermediate Choir of St. Paul's Un-

ited Church in Milton and they had been brought by their Minister, Rev. J. L. Graham. Mrs. D. Hayward played the organ accompaniments for their song and for the hymns. The girls wore their attractive blue and white choir gowns for the service.

Mr. Graham read verses I-11 of Chapter 21 of St. Matthew's Gospel, which describes Christ's triumphant entry into Jerusalem prior to his Crucifixion, and offered several eloquent prayers suitable for Palm Sunday.

An unusual event occurred at the Manor on Sunday afternoon, March 22, when a band concert was presented by the 40 piece band of the Hindoo-Koosch Grotto of Hamilton. This was the first band concert ever to be

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CREATING A NEW BOOT pattern. Mrs. Bill Mariscak mulls over pictures and sketches at her desk in the Corona Shoe Company plant which has been for the past year in the Wool Combing building. She reads European and American magazines, and sometimes goes window-shopping in Buffalo to pick up ideas. But most of the hundreds of shoe and boot patterns turned out in the past ten years are uniquely her own. She never copies exactly. She specializes in attractive trim and contrasting braid, border or fur, and the boots have completely revolutionized the old galosh market.



MEET-FULL OF FASHION for high school students Nancy Reid and Beverley Anderson are the rows of next year's samples of Corona Shoe Company. Nancy is wearing a short boot of fur and a high brown mock-alligator boot; Beverley is wearing a high shiny black Wellington and a lower flat-heeled red boot with fur inset. They're holding the only unlined boot in this group, its scalloped tea leather shoe base topped with matching loose-weave fabric. A dress boot, it has a stacked heel.



BEGINNING OF A BOOT, a moulded toe segment is shown by Mrs. Bill Mariscak, Corona's designer. Special details and fine workmanship keep Corona shoes in demand.



CORONA SUPERINTENDENT Bill Mariscak lost his factory in Czechoslovakia to Communists; now is a director of the company here. Eugene Braida is president.

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"He who is of a calm and happy nature will hardly feel the pressure of age, but to him who is of an opposite disposition youth and age are equally a burden"—Plato.

FIGHT CANCER

WITH A CHECK UP AND A CHEQUE

Ballinafad Women's Institute Holds March Birthday Party

By Miss Muriel Thompson
An informal and very pleasant birthday party, conducted by the Women's Institute from the extreme northern end of the county was given for all the residents but in particular for those having March birthdays on Wednesday afternoon, March 25. The Ballinafad Women's Institute and the executive had convened the party.

While the visitors were assembling two gentlemen played live dance music on their violins and later on they played during the refreshment hour also. These gentlemen were J. McEnery and E. McEnery.

The president of the institute, Mrs. Leo Jamieson, brought greetings and announced the program in a very gracious fashion. The first number on the program was the singing of the popular song, "Easter Parade," pre-

ladies wearing fancy and amusing "Easter bonnets". They were joined by the two gentlemen mentioned above. As the program proceeded, several entertaining readings and recitations were given. These were "Foolish Little Maiden" by Mrs. J. McEnery, "The Old Tin Cup and go Wash Your Dirty Face" by Mrs. R. McEnery. A trio of three Ladies, Mrs. Fred Shortill, Mrs. R. McEnery and Mrs. N. Sinclair sang "Tis the Blessed Hour of Prayer" and two Ladies, Mrs. Tom Given and Mrs. Tom Gibson sang "Where and Beautiful Isle of Some-where" and "The Old Rugged Cross". The accompanists for these musical numbers were Mrs. E. McEnery and Mrs. T. Given.

There were 12 guests of honor called to the head table. The head table looked lovely with 12 bouquets of mixed flowers and an extremely attractive birthday cake that was made by Mrs. Frank Smith. The "Happy Birthday" song was sung and gifts were presented to all of the guests. In honor, the ladies received necklaces and corsages, and the gentlemen boxes of chocolates.

A delicious lunch, fruit bread, date loaf, tarts and birthday cake all donated by the Institute were served with tea and coffee. To conclude this entertaining afternoon, a set of eight Institute ladies performed a square dance and the Manor's own "waltzer".

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PROCLAMATION

APRIL 12th - APRIL 18th, 1964

WHEREAS this community can benefit from friendly relationships among business competitors, between our town and the surrounding area and other communities across Canada, between employer and employee.

WHEREAS this community can benefit from new industries, good business conditions, more tourists, civic improvements, more jobs, better facilities for education, health and recreation,

WHEREAS the Acton Chamber of Commerce is a voluntary organization of citizens enabling us all to work together to achieve the above goals and generally to improve business, to build a better community, and to develop better citizenship in our community, our province and our country, I, by virtue of the powers vested in me, do hereby proclaim civic support for CHAMBER OF COMMERCE WEEK being observed April 12th—April 18th, 1964, and call on all citizens to lend their interest, support and co-operation in making this observance successful in every way.

LESLIE A. DUBY, Mayor

ACTON CHAMBER OF COMMERCE

Citizen of the Year Dinner

LUXTON MEMORIAL HALL
Wednesday, April 15th
6.45 P.M.

- TURKEY DINNER
- ENTERTAINMENT

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National Executive Director of Canadian Council of Christians and Jews

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