

**T**HIS STATEMENT is published in the interest of every man, woman, boy and girl who loves to skate. It is a plain statement of facts, and after reading it you will use your own judgment.

# “Beware of Imitations”

**I**F YOUR father lived in Chicago twenty-five or thirty years ago, he remembers when the boys had to go away out to “Nestor Johnson’s little shop” to buy their skates. There was a touch of the exclusive in that. Nestor Johnson made every skate himself, and of course people had to wait their turn.

Nestor Johnson loved skating. He couldn’t find a skate that satisfied him—so he made his own skates at his own workbench in his own little shop near Humboldt Park. He wanted to win races. He knew he couldn’t have “wings on his feet” if he strapped on heavy, dragging skates made of dead metal.

With his own experience and skill to guide him, he made the first pair of tubular skates in this country. Their

tubular construction made them light—and made them many times as strong as solid metal. And he made them to be attached direct to his shoes. That was an eye-opener, too.

More and more people found the way to the little shop, and Nestor Johnson employed man after man, taught him how to make skates. So the business grew and grew and the name of JOHNSON came to stand for the best and finest skates in the world.

And then what happened? The JOHNSON skate was imitated. But, because “a good name is rather to be chosen than great riches,” Nestor Johnson Mfg. Co. went to court to defend that good name. And they won, of course. Protecting not only their good name but safeguarding your legal rights.

## There is only one JOHNSON skate

Do you know that by a decision of the Supreme Court of Illinois, it is unlawful and a fraudulent act to sell or advertise any other skate except the NESTOR JOHNSON as a JOHNSON skate?

That is even more in your interest than it is in the interest of Nestor Johnson Mfg. Co. When you buy skates, just ask to see the label, and ask if you are being offered the real JOHNSON skate or an imitation.

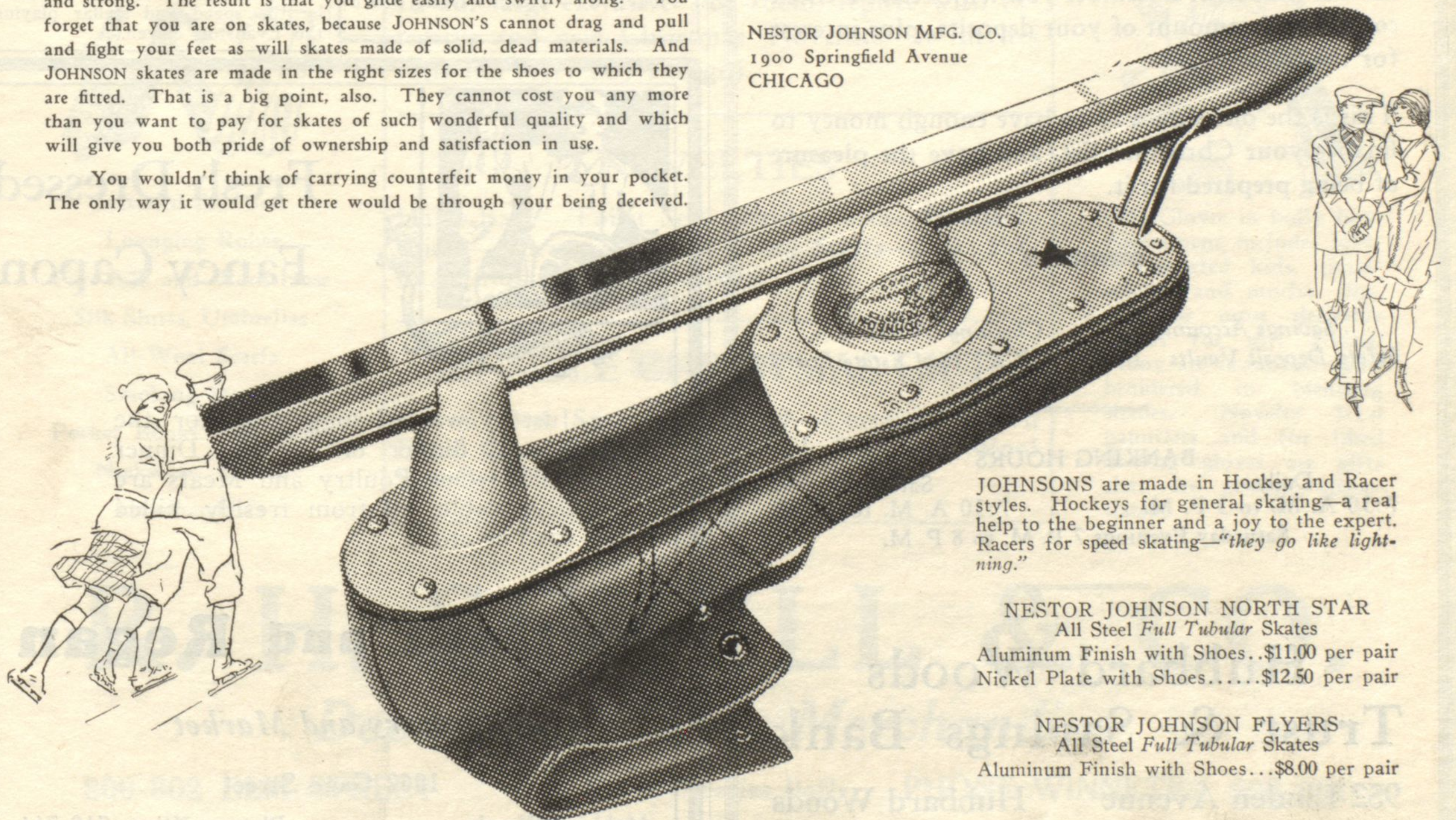
Here is why JOHNSON’S surpass, and why they are imitated: Tubular steel is live, full of vitality, light in weight, amazingly durable and strong. The result is that you glide easily and swiftly along. You forget that you are on skates, because JOHNSON’S cannot drag and pull and fight your feet as will skates made of solid, dead materials. And JOHNSON skates are made in the right sizes for the shoes to which they are fitted. That is a big point, also. They cannot cost you any more than you want to pay for skates of such wonderful quality and which will give you both pride of ownership and satisfaction in use.

You wouldn’t think of carrying counterfeit money in your pocket. The only way it would get there would be through your being deceived.

It’s the same way about skates. When it comes to skates, JOHNSON’S are legal tender. Anything offered you as “just the same,” “just as good,” and so on, is an imitation, trading on the good name that was established thirty-five years ago in the little one-man shop near Humboldt Park.

Certainly it is to your advantage and benefit to know why the JOHNSON skate, made of tubular steel, perfectly fitted to the shoe which fits your foot, is the one skate that is light, live and long-lasting. And if you wish to protect yourself against counterfeits and imitations look for the full name NESTOR JOHNSON.

NESTOR JOHNSON MFG. CO.  
1900 Springfield Avenue  
CHICAGO



JOHNSONS are made in Hockey and Racer styles. Hockeys for general skating—a real help to the beginner and a joy to the expert. Racers for speed skating—“they go like lightning.”

NESTOR JOHNSON NORTH STAR  
All Steel Full Tubular Skates  
Aluminum Finish with Shoes..\$11.00 per pair  
Nickel Plate with Shoes.....\$12.50 per pair

NESTOR JOHNSON FLYERS  
All Steel Full Tubular Skates  
Aluminum Finish with Shoes...\$8.00 per pair

The Original and Genuine Johnson Skate Has the Full Name NESTOR JOHNSON ON EVERY PAIR