

Bethinking of Old Orleans

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**W.G. SKINNER - BOOTS & SHOES
MEDINA, N.Y.**

W. G. SKINNER

this village. How much each does separately is unknown to the writer, but all aggregate a very large annual business. The prince of Boot and Shoe dealers is W. G. Skinner. The largest, lightest and best finished Shoe Store in town is that owned and occupied by W.G. Skinner. The best and largest stock of Boots and Shoes is kept by W.G. Skinner, which he is ever ready to exhibit to customers and all others interested in his line of deal. Skinner buys for cash and sells for a small advance by way of profit, hence competition with him is unhealthy to other dealers, as a short effort in that direction invariably produces a feeling of goneness which in financial surgery is known as an attack of bankruptcy. With the finest and best arranged Boot and Shoe Store west of New York City, and a stock that would fascinate the most fastidious, and with prices adapted to the necessities of all and with a custom large and ominous of a bright and active future. In the language of the poet we repeat regarding Skinner, "Long may he wave" — Medina Democrat.

It's my impression that W.G. Skinner took an article written by a correspondent for the Medina Democrat, and plugged it into an advertising poster for his business. Such an item as this in our ancestors' language would probably have been called a bill.

From another "bill" put out by the same W.G. Skinner, I found the following price list for Rubber Goods:

Men's Rubber Boots	\$2.50
Men's Pure Gum Boots	\$3.50
Boy's Rubber Boots	\$2.00
Men's Rubber Overshoes	40 to 60
Women's Rubber Overshoes	30 to 40
Men's Buckle Arctics	\$1.40
Men's Cong Arctics	\$1.40
Women's Buckle Arctics	\$1.00
Women's Cong	\$1.00
Men's Alaskas	.85
Women's Alaskas	.75

Now in the heart of winter we can compare present day prices for cold weather foot wear to those of over a century ago. Of course, everything is relative. For example a quarry worker in the late 19th century, might have been earning 75¢ a day. So in proportion, the prices went accordingly.

The 1869 Orleans County Directory lists: "Skinner, W.G., Manuf. and dealer in boots, shoes, rubbers, gloves, mittens and trunks, 58 Shelby."

The 1903 Orleans County Directory lists: "Skinner, William G., (W.G. Skinner & Son) (late shoe dealer 47 years) N. 238 W. Center."

The business was located on Shelby Street which name was later changed to Main Street.

All Goods Warranted as Represented.



The Best Goods and Latest Styles.

BUY YOUR
BOOTS, SHOES, RUBBERS,
Over Shoes, Gloves and Mittens
BY
W.G. SKINNER
AT HIS NEW BRICK BLOCK,
No. 58 Main Street,
MEDINA, N. Y.

If you desire to get value received, and remember you can get more and better goods for less money than any other BOOT & SHOE STORE in Western New York. SKINNER desires the public to know that he does not contemplate becoming a bankrupt, and no fear of an assignment for the benefit of his creditors need be entertained, as he has no creditors, although he does sell Boots and Shoes at alarmingly Low Prices, and defies all competition from any source whatsoever.

Our illustration shown here is taken from a poster found in the archives of the Orleans County Department of History. Although it is not dated, I judge it to be well over one hundred years old. Note the gentleman seated in a chair by which sets a carpet bag. He is portrayed reading a newspaper which in fine print states:

"Boots and Shoes - No business in Medina perhaps is so crowded as the Boot and Shoe Trade. There are seven stores where that particular branch of business is carried on within the corporate limits of