SHOE RETAILERS HOLD CONVENTION

Recently Organized Association Holds First Official Reunion.

VALUE OF ADVERTISING

Expert Says Sellers Could Devote Five Per Cent. to Advantage.

More than 300 delegates are in attendance at the Canadian National Shoe Retailers' Association, which opened its first annual convention at the King Edward Hotel yesterday. The delegates in attendance are from all parts of the Dominion, and the association was but recently formed. The members are taking the keenest interest in the questions under discussion, and many points of interest to the men in the trade were raised yesterday.

The official meeting of the association got under way at 9 o'clock yesterday, when the various delegates appeared and were duly registered by the secretary. Many of the members have brought their wives with them, and they are being taken care of by the women of the local branch.

Chairman W. T. Fegan of Toronto, after calling the meeting to order, and stating the aims and purposes of the association, introduced Controller W. D. Robbins, who welcomed the delegates to the city in the name of the municipal government. This task was to have been originally performed by Mayor Church, but his worship was unavoidably absent. Controller Robbins, after welcoming the leather men to the city, praised the retail merchants of the city for their great work thru the war and at other periods. He paid a high tribute to the shoe manufacturers who had outfitted the men of the Canadian army with the marching boots which had made the Canadians the best shod units in France.

The reply to the address was made by Geo. C. Gales of Montreal, who thanked Controller Robbins for his courtesy and for the pleasant welcome which the delegates would be sure to receive. The reply was seconded by John Afleck of Winnipeg.

Routine Business.

The first routine business of the day was the work pertaining to the organization of the association. The constitution and bylaws which had already been drawn up by a special committee, were presented to the general body, and they were passed without any changes. The constitution provides that the object of the association shall be to promote better social and business relations between its members, the development of up-to-date methods and ideals in shoe retailing, and the correction of the trade evils and abuses.

An executive council of the officers and 15 members was provided for, and three of these executive councillors shall come from British Columbia, three from Saskatchewan and Alberta, three from Manitoba, three from Ontario, three from Quebec and three from the maritime provinces.

Addresses relative to matters affecting the retail shoe trade were delivered by F. S. Scott, M.P., president of the Canadian Shoe Manufacturers' Association, and R. H. Greene of the Gutta Percha Rubber Company, Toronto.

Advertising

R. A. Baker, of the Baker Advertising Agency, was the first speaker after the noon adjournment, giving an address on "advertising." Mr. Baker pounded home the value of good advertising. He advised every dealer in attendance to apportion as high as five per cent. of his total earnings to advertising. Advertising, said Mr. Baker, could be divided into two parts. The written and the spoken. The written message was every bit as valuable to the merchant as the spoken message and it would reach more people.

Window display was another large item in promoting sales, said Mr. Baker, and he said that nearly every storekeeper on Yonge street received less than 50 per cent. of the true value of his window advertising. In conclusion Mr. Baker made a strong appeal for honesty in advertising. "If one man, woman or child is fooled," he said, they will tell a thousand."

Should Systematize

"Making Your Business Pay," was the topic on which F. W. Stewart of the Cluett-Peabody Co., Montreal, spoke. In outlining his address Mr. Stewart said that nearly 90 per cent. of the failures in business in Canada were due not to lack of business, but lack of knowledge of business methods. The speaker gave an elaborate outline of how a small merchant should systematize his business methods and procedure.

A paper on "Fire Insurance" was give by W. G. Wright, insurance editor of the Saturday Night, contained a good deal of technical information to the dealers on what kind of fire insurance they should invest in. Fire insurance, said Mr. Wright, was a contract of indemnity which was fulfilled by the companies when all conditions were complied with. He advised the shoe men of a number of jokers which might be let go by unnoticed.

Shop Topics

A number of questions on purely shop topics were discussed when the question box was opened and answered by Capt. Howard C. Blachford.

Other papers read were:

"Exchanges and Returns," H. W. Rising, St. John N.B.; "Retail Shoe Store Credits," Fred Argall, Three Rivers, Que.; "Standard Cartons," led by Mr. J. W. Jupp; "Transient Traders," W. C. Miller, secretary Ontario Retail Merchants' Association; "Local Organization," Wm. A. Smith, Hamilton.

Reception

Some 200 of the members and their lady friends attended an informal reception which was held in the Pompeian room at the King Edward Hotel last night. The reception was held primarily to get the members acquainted with each other and as Chairman Fegan said as he welcomed the members to the affair, everything was ready for them to enjay themselves.

PILES Do not suffer another day with Itching, Bleeding, or Protruding Piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once and as certainly cure you. 60c. a box; all dealers, or Edmanson, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 2c. stamp to pay postage.

VETERANS

Items of Interest to Returned Soldiers Will Be Printed in This Column if Phoned or Sent In.

VETERANS LIKE THEIR NEW HOME

Old German Club, Now Renovated, Breathes New Atmosphere.

What memories skirl over the imagination of the Canadian who realises that he sits in halls once occupied by proud citizens of the erstwhile great Germanic empire, especially if that Canadian is a returned soldier. This is just what is happening at 41 Isabella street, within the quarters once known as Deutsches-Zollverein Gesellschaft or some such high sounding Hunnish title. The home of large numbers of Germans in 1914, this club is now the property and the home of more than two thousand veterans of the war, those belonging to Central G. W. V. A.

Comrade Spriggs, assistant secretary of Central G. W. V. A. stated yesterday afternoon that the club was being renovated from every point of view, and that it would prove to be a real home for the boys who went over the top. "We hope to have even a roof garden in time," he said, "and then we shall have all manners of entertainment plus softs on high. As matters stand our members can read in comfort, play billiards, play tennis in the spacious garden and in many ways enjoy themselves as few veterans have been able to do in so far as veterans' organizations are concerned. Among other things, too, we have a special piano which is the feature of interest to many a connoisseur.

GETS SIX YEARS FOR HITTING HUN

American Soldier Imprisoned at Leavenworth for Striking German Officer?

Harry J. Gordon, properly named Graham, brother of a member of West Toronto G. W. V. A. who enlisted with the American forces in 1918 has apparently touched the sore side of American discipline. He writes to his mother to say that he has arrived in New York from Germany where he slapped a German officer in the face. For this misdemeanor, according to information received to date, he was sentenced by the Amorican ormy to seven years' imprisonmnt. He was brought over from Germany and reached New York in handcuffs and is now at Leavenworth jail, equally handcuffed.

West Toronto G. W. V. A. is making a thoro investigation into this matter.

COMING BACK FAST

G. W. V. A. officials report that during the week ending July 12 nearly a thousand officers and nearly eleven thousand other ranks reached Canada. Of this number more than 2,500 men and nearly 300 officers were for the Toronto district.

ARMY AND NAVY DELEGATES.

Lieut.-Col. McCausland, president of the Army and Navy Veterans of Canada, is one of the delegates to the Dominion convention of the association which commences in Montreal on Thursday. Others elected delegates are Comrades R. O Hawtrey, R G. Sweeney, W. P. McDonald, W. H. Cooper, Ross Cockburn, Miss Coggin and Miss Brodigan.

HIGH PRAISE FOR "Y."

Sir Edward Kemp in his official review of the Canadian forces generally, has given high meed of praise of the work of the Canadian as of all "Y's," and points out that the organization which attended to both the material and spiritual needs of the men at the front faced almost insuperable difficulties with that resource which has won admiration on all sides.

WILL PREVENT DISCRIMINATION

Veterans league officials have requested the C. N. E. officials to permit representatives of all soldiers' societies to stand at the entrance gates to the Exhibition, so that all members of organizations may be identified, as well as the men who wear the war service button. They pointed out yesterday that there were many veterans of other wars who could not show the war service button for the present, who were nevertheless campaign men of the best type, men to whom permission should be accorded as heartily as to any others. If their suggestion is carried out, undue discrimination will be averted.

MUCH TO INVESTIGRATE.

Comrade Gustar, secretary of West Toronto G. W. V. A., stated yesterday afternoon that he was overwhelmed with investigations at the moment of going to press. He had several with respect to conditions at Cobourg Hospital, and others again in Toronto, besides that respecting the case of the American soldier serving a term of seven years, allegedly for striking a German officer in Germany.

HONORED IN DEATH.

Comrade Broadbent, late of the 2nd East Ontario Battalion, and later with the 2nd Machine Gun Battalion, was accorded the last soldierly honor which can be accorded to veterans, yesterday afternoon, and his remains were interred at Norway Cemetery under the auspices of the Great War Veterans' of Riverdale. A large gathering of the 2nd Battalion veterans were present to do honor for the last time to their popular comrade, and the funeral was largely attended by members of the War Veterans' Association.

A fraction takes up as much room as a full-sized figure.

91 REASONS WHY

YOU SHOULD ENTER THE "SALES CLUB"

Here They Are:

$5000 Home for the Member Who Finishes First
$2125 Chalmers Touring Car for the Second Highest
$1510 Briscoe Touring Car for the Third Highest
$1390 Maxwell Touring Car for the Fourth Highest
$1375 Briscoe Touring Car for the Fifth Highest
18 $100 Merchandise Orders---One for Each District
18 $50 Merchandise Orders---One for Each District
50 $25 Merchandise Orders for the Field at Large

Other Reasons:

Every active member who fails to win one of the 91 awards will be paid 10 per cent. commission.

TWO GOOD REASONS WHY YOU SHOULD NOT DELAY

60,000 EXTRA CREDITS Are given with every Six New Six-Months Subscripttons or their equivalent in longer or shorter time ones turned in before 11 p.m., July 30.

$1000 In Extra Awards

$500 will be given to the member in the city of Toronto who earns the most credits from the start of the campaign up to 11 p.m., July 30.

$500 will be given to the member from outside of the city of Toronto who makes the best showing up to July 30.

FIRST SUBSCRIPTION CREDIT
15,000 EXTRA
TORONTO WORLD SALESMANSHIP CLUB.

In order to give those who enter the Salesmanship Club an early advantage, 15,000 EXTRA CREDITS are allowed, providing the entry blank is accompanied by a subscription.

Subscriber's Name .....

Address .....

Amount paid $..... for subscription to The Toronto World (daily edition) for .... months.

By sending this blank with any subscription, along with entry blank, the club member will start off with 20,000 credits, in addition to the regular number allowed in the schedule.

Entry Blank
The World's Salesmanship Club.

Good for 5,000 Club Credits

Write Name and Address Plainly. Enter your name or that of a friend.

Name .....

Address .....

City or Town .....

Only one entry blank will be credited to any one member

For Full Particulars Call and See or Address Salesmanship Club Dept.

THE TORONTO WORLD

WILL TEACH CHILDREN ARTS OF HOUSEWIFE

Housewifely centres rather than domestic science demonstrations are to be the attractions in the schools during the coming term. At the school openings it is expected that five schools will be equipped for the work. The old method taught cooking at a big desk with 25 burners; the new way will endeavor to teach housekeeping in many phases. A large room will be divided into the several apartments, such as kitchen, dining-room, bedroom, bathroom, the furniture of each being installed, and this the pupils will be taught to keep in order and to put to their proper use. Huron Street School has an entire house, and here Miss Noble, who did such good work at the Orde Street School, will have charge.

Miss Margaret Davidson will have general management. Eglinton Avenue and Williamson Road Schools will be among the schools to take up the work at an early date. Mrs. Courtice and the women trustees generally are hoping to have the centres extended to all the schools. The men are also giving co-operation.

NO ADDITIONAL GUARANTEE

No additional guarantee will be required from Toronto for the Hydro radial line between this city, Hamilton, St. Catharines and the Niagara frontier, the 10 per cent. increased share being confined to the western line between Toronto and London.

It is difficult for some men to mean what they say.

OSGOODE HALL NEWS

Master's Chambers.
Before George M. Lee, Junior Registrar.

Allen v. Good—G. W. Adams, for plaintiff, obtained order for issue of concurrent writ for service on Lambert at Winnipeg, and on Boren at Buffalo. Appearance in each case 15 days.

Judge's Chambers.
Before Kelly, J.

Ping Lee v. Crawford—J. M. Duff, for plaintiff, obtained leave to pay $800 into court to the credit of this action.

Re R. Stone estate—T. S. Elmore, for plaintiff, obtained order for the administration of the estate.

Re J. Lindsay—J. D. Bissett for Mrs. Rebecca Cope, daughter of James Lindsay, on application for appointment of committee to administer her father's estate. Judgment: Order to go declaring James Lindsay, by reason of his age and infirmity, incapable of managing his affairs, and appointing Trusts & Guarantee Co. committee, with a reference to the master at Walkerton.

Weekly Court.
Before Kelly, J.

Ping Lee v. Crawford and Anderson—J. M. Duff, for plaintiff, obtained ex parte an interim injunction till 24th inst., restraining sheriff proceeding with sale at Windsor of the assets of the Mandarin Cafe.

"I understand you were crippled in Wall Street?"

"Quite the contrary," replied the man who jokes about serious matters. "When I went into Wall Street I had a hunch. I got rid of it."

COL. DENISON'S SALARY LIKELY TO BE RAISED

On the recommendation of the police commission, of which he is a member, it is stated that the city council will have before it the subject of an increase of $1000 in the salary of Police Magistrate Denison. It is understood to be for his services on the commission, and if the rise is granted this would bring the magistrate's salary up to $7000.

The city has received from Judge Morson a bill for $340 for his services on the board of police commissioners during the illness of Judge Winchester, and prior to the time he was appointed permanently.

Some men drop all their money trying to pick up more.